Leading Publication
In the World of Offset-
Letterpress Printing

The Inland Printer



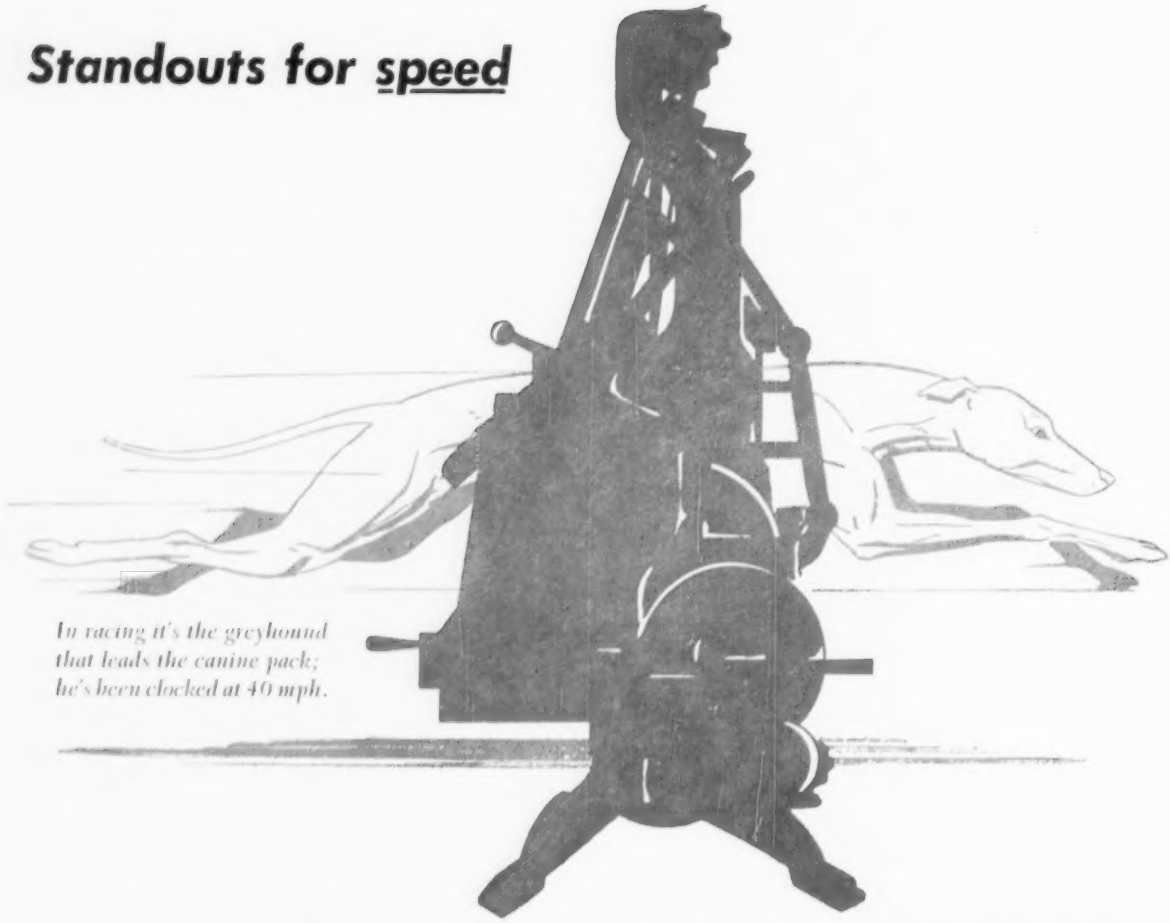
This Simple Production System Works

Bargain Prices for Custom-Made Printing?

Air Conditioning Aids Quality Control

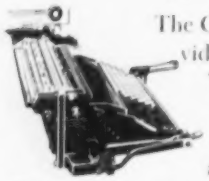
Offset Research Solving Industry Problems

Standouts for speed



In racing it's the greyhound that leads the canine pack; he's been clocked at 40 mph.

In composing rooms it's the Linotype COMET!



Keyboard Swings Open

The Linotype Comet can cast slugs *faster* than any person or mechanical device can operate its keyboard. A Comet "cruises" without strain even under top operating demands!

The Comet is *unmatched* for simplicity of design that provides more accessibility and reduces maintenance time. The keyboard and front swing open, and the keyrod frame lifts out as a unit. These *exclusive* Linotype features open the machine from front to back and make assemblies quickly available for inspection.

This speed and ease of maintenance are important economy factors under today's fast-paced working conditions.

No wonder the Comet—the *fastest-setting* straight matter machine in the world—is also the *fastest-selling*.

Hydraquadders are "maintenance-free"

"We purchased seven of these quadders," states Willmott Lewis, Jr., Production Manager of the Evening Star and The Sunday Star, Washington, D. C. "They have been in operation now for 5½ months, and have given us very satisfactory service. We found them easy to install, very easy to operate, and, so far, maintenance-free."

See how Linotype's new Hydraquadder can cut *your* costs.

Mergenthaler Linotype Company, 29 Ryerson Street, Brooklyn 5, N. Y.

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Set in Linotype Fairfield, Medium and Spartan families



Excellent for wedding invitations, announcements, greeting cards, diplomas, personalized stationery and other specialties

Ludlow Society Text Typeface Folder

This new folder gives a complete showing of this attractive Ludlow typeface, and suggests numerous uses. Ludlow Society Text preserves delicacy of design, yet affords the sharp reproduction required by manufacturing stationers, thermographers, and offset and commercial printers.

While adapted to clean-cut all-slug composition of wedding invitations, announcements and general society printing, Ludlow Society Text is also useful for a variety of commercial work and many specialties.

Ludlow Society Text is made in 10 useful sizes from 8 to 36 point, including 16 and 21 point. There are 63 different characters in the font, including "ct" and alternative cap "R." You can send for your copy of this new folder . . . it's free.

Ludlow Typograph Company 2032 Clybourn Avenue, Chicago 14, Illinois

Set in Society Text and Radiant Medium with Italic



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Rag Content

A new letterhead paper in brilliant white and four beautiful pastel colors

with Envelopes to Match

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DALTON, MASSACHUSETTS

APRIL 1955
Vol. 135 No. 1

The Inland Printer

THE LEADING PUBLICATION IN THE WORLD OF OFFSET-LETTERPRESS PRINTING

In this issue

• The second of our series of three articles on production management leads off this issue. Last month, we told about production control in a small plant, and this month Clarence J. Ellis tells about operations in a medium-sized plant, the McWhirter Company. • Also along the management line, there's the first of a new series of articles by Olive A. Ottaway in which you'll find some ideas that may make you think twice about your pricing policies. • In the field of plant operations, you've been hearing a lot about air conditioning recently, and you may have decided, as many printers have, that it might have advantages to offer you. In any case, you'll be interested in the description George Ransom gives on page 46 of air conditioning installations in two plants. • No matter what kind of plant you operate—letterpress, offset, or both—you'll find news and valuable information in Frank Preucil's report on LTF research activities, beginning on page 50, and in the story of an unusual magazine printing job that Hal Allen tells on page 48. • The "regulars" are with us, too, this month, including another of G. H. Petty's useful Basic Design series. • And its many friends will be glad to find that "Proofroom" is back, with H. D. Bump in command. • April cover design is by LeRoy Barfuss, Rochester, New York.

Next month

• Another in the series on printing plant production will appear in the May issue; this time it's the Fetter Printing Company in Louisville. If you've been following G. H. Petty's series on Basic Design, you'll watch for No. 9 called "Package Labels." Noise in printing plants is a problem that's not tough to lick; George Ransom will tell you how it's done. Olive Ottaway will have the second in her series on costs and estimating for printers. Lots of other informative, money-making articles and departments in May issue, too!!

LEADING ARTICLES

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Manuscripts

The Inland Printer will accord manuscripts, photographs, drawings, etc., courteous attention and normal care, but cannot be held responsible for unsolicited contributions. Contributors should keep duplicate copies of all material sent in. Address all contributions to The Inland Printer, 309 West Jackson Boulevard, Chicago 6, Illinois.

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Associated Business Papers MPA Magazine Publishers Assn. Audit Bureau of Circulations ABC

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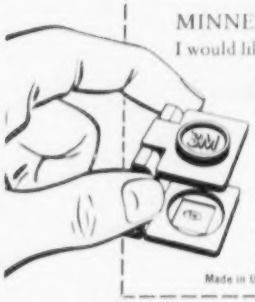
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of rag paper...and order them
in larger quantities
from **neenah**



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Kimberly-Clark

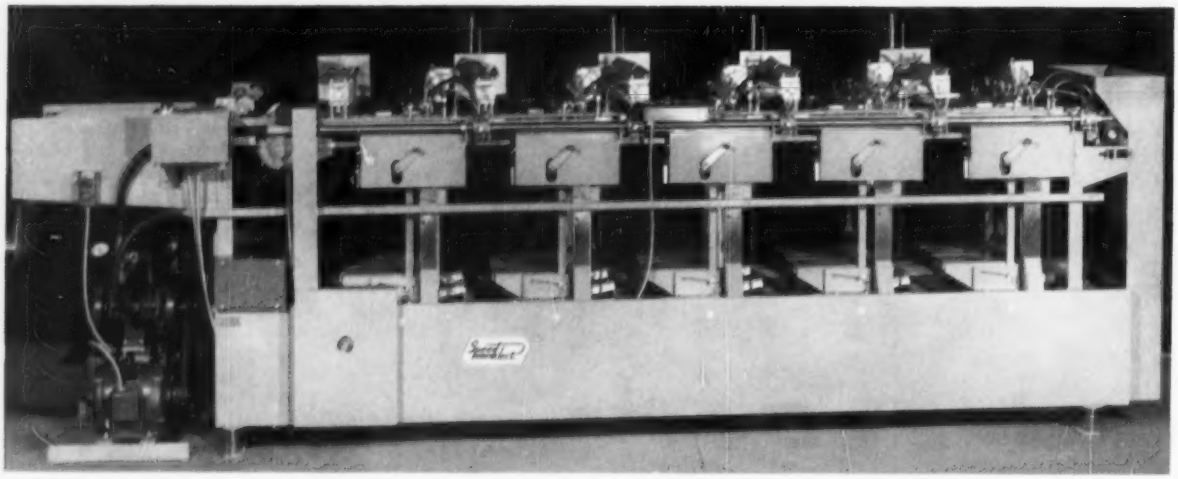
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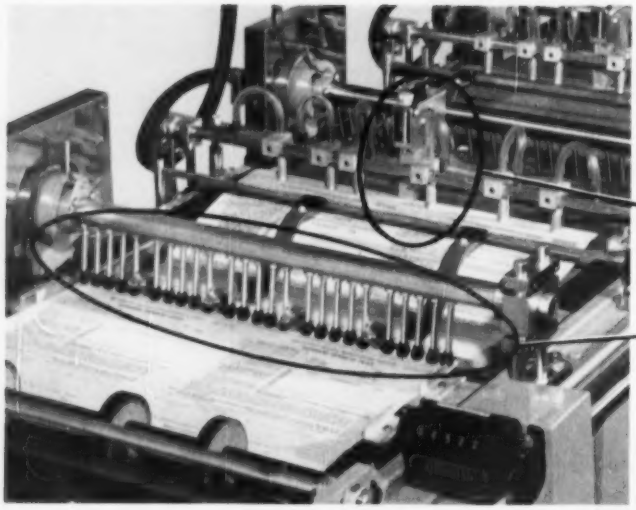
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Emporia, Kansas

PERFORMANCE RECORDS

help you choose the right PAPER

EVERY printing job is affected by many factors . . . make ready, running time, condition of equipment . . . often even the weather.

Paper, too, makes a difference. And now you can depend on the performance of paper. For St. Regis furnishes performance *records* that demonstrate what St. Regis papers have done . . . and will do . . . on actual jobs.

Thus you know in advance *that the paper will do its part*. St. Regis papers come in a wide range of grades, for a wide range of jobs.

Here is an example. Here are the Performance Records of an actual job printed on **St. Regis Sunbeam Offset.**

RECORD
of the use of St. Regis 60 lb. Sunbeam Offset

(Name of Printer on Request)

THE JOB
Advertising Broadside, 17" x 22" flat in 4 colors

QUANTITY
30,000
(9,000 sheets run)

SIZE OF SHEET
38" x 50"

FORM
Two up—four out on 2-color 42" x 58" Harris Offset Press

RESULTS OBTAINED

	Best Industry Standards	Sunbeam Performance
Make-ready time	5.1 hours	**5.1 hours**
Impressions	3,257 per hr.	**3,310 per hr.**

WORKABILITY ADVANTAGES

Note how Sunbeam Offset bettered industry standards on two counts in this typical commercial job. Thus . . . this groundwood offset paper is an economical choice for volume runs.

The unusual bulk and opacity of Sunbeam Offset paper permit efficient use of lighter basic weights. Special pulps assure dimensional stability. Good brightness and color allow maximum contrast between ink and paper. Suitable for one color or multi-color lithography.

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Wide use of SCAN-A-GRAVER demonstrates
advantages of making your own halftones

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The Fairchild SCAN-A-GRAVER produces high-fidelity halftone engravings so conveniently and inexpensively that many newspapers who lease this service have been able to double or even triple their photographic coverage of news and features. Many users have also found it profitable to provide photographic and engraving services for advertisers. Moreover, because the tonal quality of halftones produced with the SCAN-A-GRAVER can be closely controlled, it is possible to make good engravings from a wide range of photographic copy.

It's easy, then, to see why a majority of U. S. and Canadian daily and weekly newspapers use SCAN-A-GRAVERS.

And now these same economies and advantages are just around the corner for other users of halftone engravings.

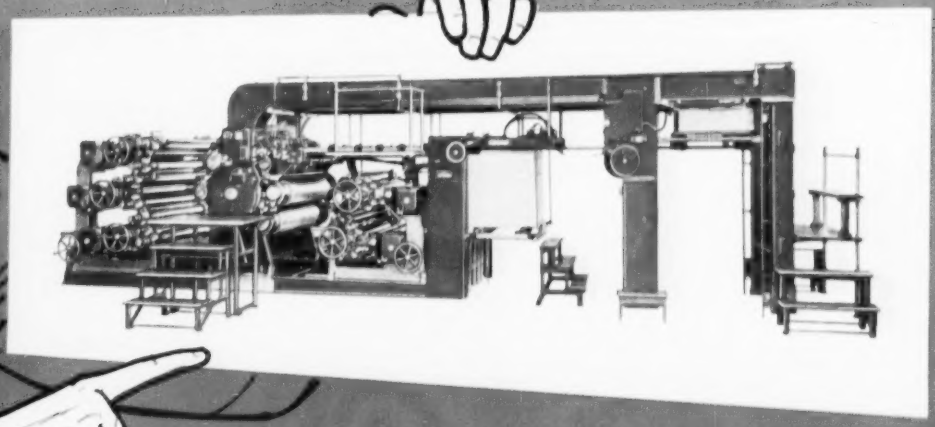
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Enlarging and reducing on the way

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• For more information on the Fairchild SCAN-A-GRAVER® and SCAN-A-SIZER® electronic engraving machines that make low-cost halftones right in your own plant, write Fairchild Graphic Equipment, Inc., 88-06 Van Wyck Expressway, Jamaica, N. Y., Department 100-98U1

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SCAN-A-GRAVER®
Electronic Engraving Machines

Why FIVE Colors?



...Flexibility *and* Economy!

Yes, Sir — in answer to your most critical requirements, here is *compact* flexibility. Common impression methods pioneered by Cottrell mean finer register, fewer press sheet losses.

In fact, many new rotary equipped plants buy a five-color Cottrell frame and install only a two-color printing unit as a starter. Later, as volume sales are built by demand for this outstanding quality, the three-color unit is bought and slipped into place. All five colors work in conjunction with the same impression cylinder — eliminating sheet transfer.

With the full five-color press, two 2 color jobs or a 2 and a 3 color piece can be "dressed" or made ready simultaneously. Each job is then run individually by pneumatic cylinder throwoff before replating the press. "Checkerboarding" for sound color control, as well as imprinting with the fifth cylinder, are just two more great features with Cottrell rotary presses.

Why not take a look at a new 5-color Cottrell? — You're bound to agree it's a production giant.

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1

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there's no paper like

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FOX RIVER PAPER CORPORATION

Appleton, Wisconsin

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. . . uses other than letterheads, matching envelopes, office forms, etc.



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100% Cotton Anniversary Bond and Ledger for long, rugged treatment, economy of space, ease of printing in one or more colors, small and large type . . . football, basketball, hockey, hunting, fishing.

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Cotton Bonds, Onion Skins, Vellums, Bristols and Thin Cards in matching shades of cream white and blue white for every budget . . . for an integrated program of direct mail letters, inserts, folders, post cards, announcements, calling cards, envelopes.

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GENERAL ELECTRIC



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For your next offset job

Specify

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RUMFORD, MAINE • WEST CARROLLTON, OHIO

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	The Whitaker Paper Co.
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Dayton, Ohio	Cincinnati Cordage & Paper Co.
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Des Moines, Iowa	Bermingham & Prosser Co.
Detroit, Mich.	Chope Stevens Paper Co.
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New York, N. Y.	Baldwin Paper Co., Inc.
	Bulkley, Dunton & Co., Inc.
	Green & Low Paper Co., Inc.
	The Whitaker Paper Co.
Oakland, Calif.	Blake, Moffitt & Towne
Omaha, Neb.	Western Paper Co.
Philadelphia, Pa.	Atlantic Paper Co.
	Wilcox-Walter-Furlong Paper Co.
Phoenix, Ariz.	Blake, Moffitt & Towne
Pittsburgh, Pa.	General Paper Co.
	Brubaker Paper Co.
Portland, Maine	C. H. Robinson Co.
Portland, Oregon	Blake, Moffitt & Towne
Providence, R. I.	Carter, Rice & Co., Corp.
Richmond, Va.	Cauthorne Paper Co.
Rochester, N. Y.	Genesee Valley Paper Co.
Sacramento, Calif.	Blake, Moffitt & Towne
St. Louis, Mo.	Bermingham & Prosser Co.
	Shaughnessy-Kniep-Hawe Paper Co.
	Tobey Fine Papers, Inc.
Salt Lake City, Utah	Western Newspaper Union
San Bernardino, Calif.	Blake, Moffitt & Towne
San Diego, Calif.	Blake, Moffitt & Towne
San Francisco, Calif.	Blake, Moffitt & Towne
San Jose, Calif.	Blake, Moffitt & Towne
Seattle, Wash.	Blake, Moffitt & Towne
Sioux City, Iowa	Western Newspaper Union
South Bend, Ind.	Bermingham & Prosser Co.
Spokane, Wash.	Blake, Moffitt & Towne
Springfield, Mass.	Bulkley, Dunton & Co.
	(Division of Carter, Rice & Co. Corp.)
	Mill Brand Papers
	Paper House of New England
Stockton, Calif.	Blake, Moffitt & Towne
Tacoma, Wash.	Blake, Moffit & Towne
Toledo, Ohio	Paper Merchants, Inc.
Tucson, Ariz.	Blake, Moffitt & Towne
Washington, D. C.	John Floyd Paper Company
Worcester, Mass., Esty Div.	Carter, Rice & Co. Corp.
York, Pa.	The Mudge Paper Co.

OXFORD PAPER COMPANY, *230 Park Avenue, New York 17, N. Y.* ★ OXFORD MIAMI PAPER COMPANY, *35 East Wacker Drive, Chicago 1, Ill.*

Mills at Rumford, Maine, and West Carrollton, Ohio

The Macey Collator

. . . which automatically gathers printed sheets and mixed pieces of varying weights and sizes . . .

now sold & serviced by

Pitney-Bowes

Originators of the postage meter . . . leading maker of mailing machines . . . with offices in 94 cities in the U.S. and Canada



This 8 station model will gather up to 32,000 pieces an hour . . . handles sheet sizes from 3" x 5" to 12" x 17" . . . Also available in 4, 12 and 16 station models . . . Can be equipped with automatic stacker, and wire stapler

Fast & efficient work saver–

Gathering or assembling by hand is slow and tedious, usually takes a lot of time, a lot of people, or both; disrupts office routine, diverts high salaried workers from their regular jobs.

This new Macey Collator is highly efficient, easy to operate—can gather, stack and staple from 3,000 to 4,000 sets, or as many as 64,000 letter weight sheets an hour on the largest model.

It is wholly automatic, and extremely accurate. The top sheet is lifted by air, carried by suction to the conveyor tray. Each collated set is checked for thickness. A faulty set will cause a stoppage, which is indicated by lights, and can be remedied in seconds.

This machine is worth its cost in convenience alone, and soon pays for itself in personnel problems avoided, time saved, and faster distribution and mailing. Hundreds of users find the Collator invaluable in assembling form letters, bulletins, price lists, catalogues, instruction manuals, etc.

The Macey Collator is now backed by Pitney-Bowes expert service from 259 locations. Call the nearest PB office for information, or send coupon for free booklet and case studies.



Free Booklet

Pitney-Bowes, Inc.
4201 Crosby St., Stamford, Conn.
Send free booklet & case studies

Name _____

Firm _____

Address _____



3 dependable papers at low cost from Hammermill

WHIPPET BOND, Deeplake Index and Deeplake Post Card are three dependable papers of Hammermill manufacture. You can use them with confidence, even though they are low in cost. Thousands of printers use these papers to make their economy jobs look better.

1 Easy-feeding, fast-running Whippet Bond offers unusual brightness and outstanding strength characteristics. Where the job calls for a modestly priced sheet, as in business forms and sales literature, you'll do well to choose Whippet Bond. It's an excellent value in unwatermarked bond. White and six like-sided colors.

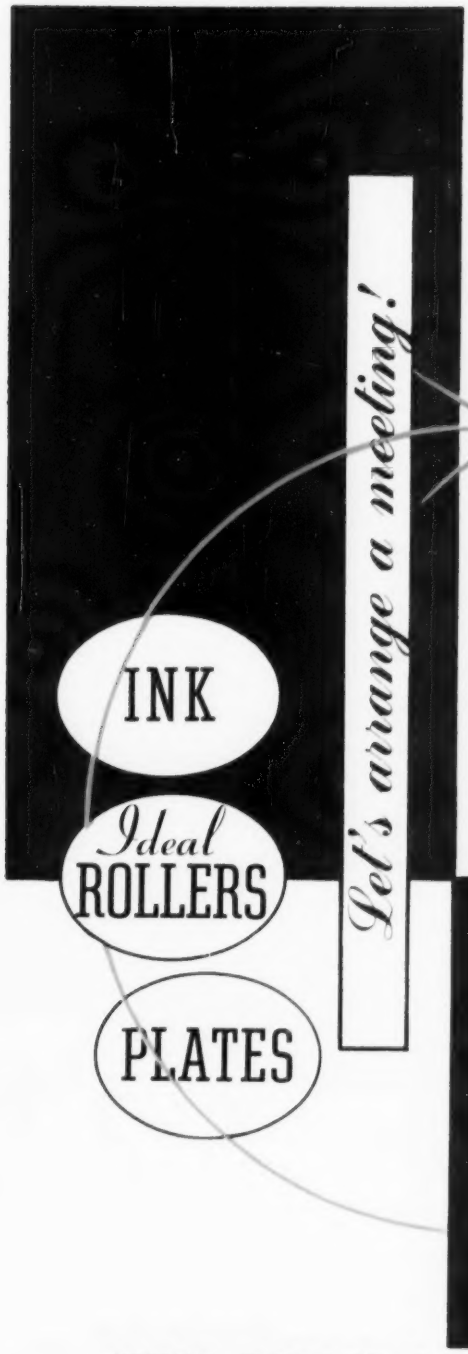
2 Need a uniform, low-cost index paper? Hammermill-made Deeplake Index in white and six colors will provide the results you want for filing cards, and for display cards and advertising folders. Inexpensive, yet surprisingly strong, it has a well-sized surface which takes erasures without scuffing.

3 For return mailing cards or for public utility bills, Deeplake Post Card is a strong, cream-white card stock that combines lively snap with low price.



All three of these big-value grades come in attractive, weather-tight packaging that preserves the paper's balanced moisture content for trouble-free pressroom operation. "Drop-front, shelf-service" cartons provide easy storage and handling.

And all three are available from your local Hammermill Agent. He'll fill your orders promptly. Call him soon. Hammermill Paper Company, East Lake Road, Erie 6, Pa.



you need ideal inking rollers!

beautiful printing is smooth
delicate in detail
strong in color
dependable sheet by sheet

only ideal rollers designed
by men with experience
in your graphic arts
can give you
the trouble free production
you long for!

there are modern
constantly improved
ideal rollers
for every printing need

Synthex	Synthetic Rubber for linseed and heat set inks
Inkmaster	Vulcanized oil for linseed inks in all except form position
Flexocraft	Synthetic rubber for flexographic inks
Ace Rocket	Synthetic Rubber for Job and small high speed presses
Ideal Process	Composition face on rubber base for top notch process color work

IDEAL ROLLER & MANUFACTURING CO.

HUNTINGTON PARK, CALIF. ★ ★ CHICAGO 8, ILL. ★ ★ LONG ISLAND CITY 1, N.Y.

Cuts INK... GREASE... DIRT... FAST!



Gets Hands REALLY CLEAN!



KLEX PUMICE SOAP

For a fast, thorough clean-up job, nothing beats KLEX PUMICE SOAP! This hard-milled, mildly abrasive soap is exceptionally long lasting—cleans grimy, stained hands completely, yet gently. Lathers freely in any water—hard or soft, hot or cold!

Choose from 2 cake sizes: 5 oz. or 1 oz.

P.S.

Photoengravers say AJAX, the "Foaming Cleanser," Cleans Copper and Zinc Plates

FASTER... BETTER... CHEAPER!

Photoengravers tell us that AJAX CLEANSER is great for cleaning copper and zinc plates before enamel is applied. AJAX cuts grease *fast*, eliminates possible trouble later. Costs less than other cleaning agents—washes easily down the drain without clogging. Make a note to try it soon!



COLGATE-PALMOLIVE COMPANY

Jersey City 2, N. J. • Atlanta 5, Ga. • Chicago 11, Ill. • Kansas City 5, Kans. • Berkeley 10, Calif.

Order the economical 125 or 200-lb. drum today!


THE OFFSET PLATEMAKER
PAPER
is the base of his job
The Offset Platemaker prepares, exposes, inks and develops the plate.
NEW TICONDEROGA OFFSET
—for fine performance in 4-color process and monotone. This new brilliant white offset paper with its smooth, fuzz-free, sized surface combines good ink affinity and distinctive appearance with economy on long runs.
International Paper COMPANY
FINE PAPER AND BLEACHED BOARD DIVISION
220 East 42nd Street, New York 17, N. Y.



"This time he really blew a fuse!"

■ Losing a printing order can short-circuit any man's temper. But these two facts may put things in a new light . . .

Just remember that one-third of your average printing cost estimate is paper . . . *and Consolidated Enamel Printing Papers cost less!*

Take today's outstanding enamel paper value—*Modern Gloss*. No other enamel paper has greater acceptance and background of successful use. Yet *Modern Gloss* costs *$25 to $40 less per ton* than other enamel papers of equal quality. More than 400,000 tons have given trouble-free performance since Consolidated perfected and pioneered the modern papermaking method. *Modern Gloss* can make the difference between getting and losing an order.

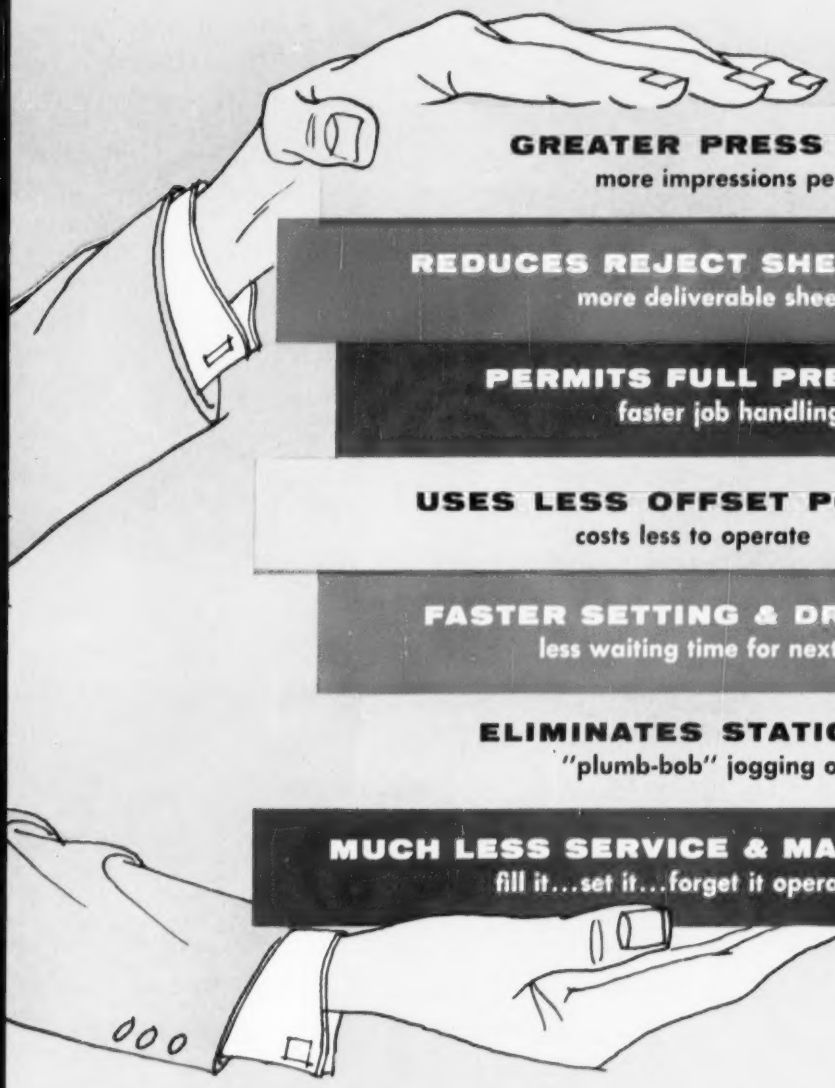
See actual printing comparison tests that *prove* Consolidated Enamels give equal or better quality for less—regardless of coating method. Only a Consolidated merchant has them. And he'll gladly furnish free trial sheets without obligation.

Consolidated enamel printing papers

production gloss • modern gloss • flash gloss
productolith • consolith gloss • consolith opaque

CONSOLIDATED WATER POWER & PAPER CO. Sales Offices: • 135 S. La Salle St., Chicago 3, Ill.

ONLY OXY-DRY GIVES YOU ALL THESE ADVANTAGES



GREATER PRESS SPEEDS
more impressions per hour

REDUCES REJECT SHEET WASTE
more deliverable sheets

PERMITS FULL PRESS LOADS
faster job handling time

USES LESS OFFSET POWDER
costs less to operate

FASTER SETTING & DRYING OF INK
less waiting time for next operation

ELIMINATES STATIC ELECTRICITY
"plumb-bob" jogging on press delivery

MUCH LESS SERVICE & MAINTENANCE
fill it...set it...forget it operation

ANY *one* of the above advantages make OXY-DRY superior to all other offset prevention methods. Combined, they give the printing plant that has OXY-DRY equipment, a tremendous competitive advantage that means more business, more profits and more satisfied customers.

If you want to increase the number of deliverable impressions per hour for every press in your plant, then you need OXY-DRY sprayers...write, wire or phone us today for more details. Installations now being made for all press sizes from 17x22 and larger.

OXY-DRY

OXY-DRY SPRAYER CORPORATION

NEW YORK CHICAGO SAN FRANCISCO
320 South Marshfield Ave., Dept. IP
Chicago 12, Illinois

THE ONLY RIGHT PREVENTIVE FOR INK OFFSET

OXY-DRY SPRAYER CORPORATION IP
320 S. Marshfield Ave., Chicago 12, Illinois

We are interested in OXY-DRY Sprayers; please send more information ☐ or your representative.

Firm Name_____

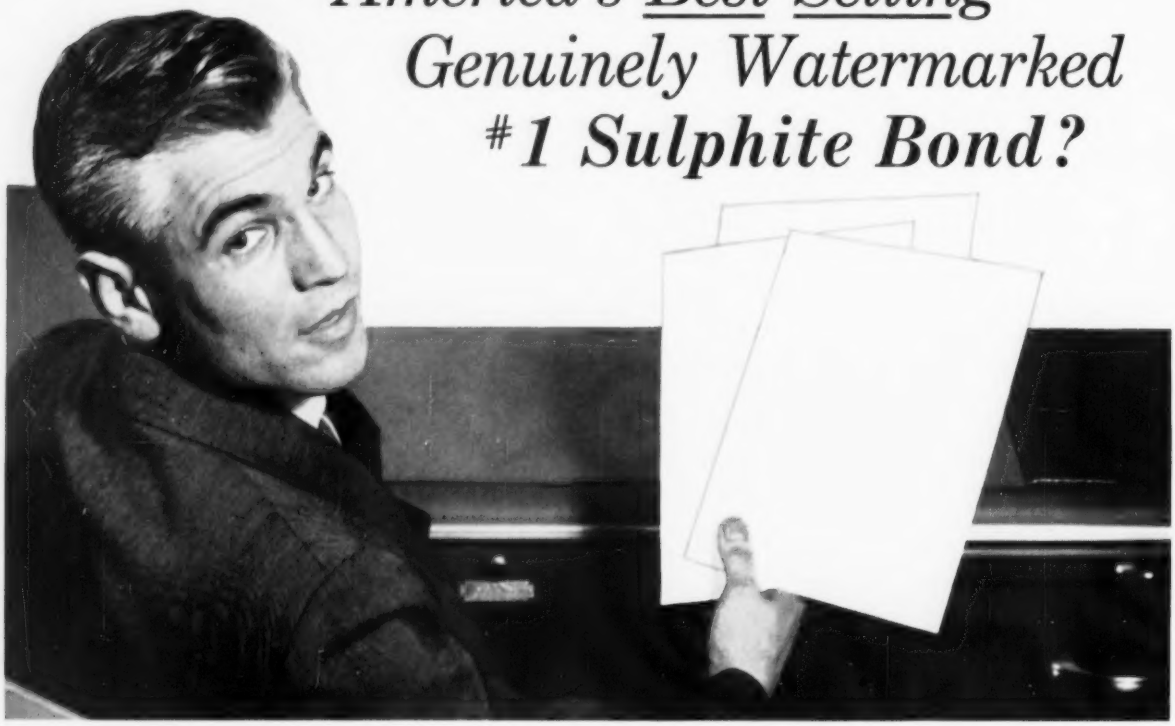
Address_____

City_____ Zone____ State_____

Individual_____

Are You Using **Atlantic**

America's Best Selling Genuinely Watermarked #1 Sulphite Bond?



? WHY is a genuine watermark important?

It is important to printing quality. Solid ink areas or halftones printed over a stamped "watermark" cause a mark showthrough. This does *not* happen with a *genuine* watermark. But, most important, a paper — to be genuinely watermarked — must be run much more slowly on the papermaking machines. The result — finer formation, stronger paper — a better sheet with better feel, snap and sparkle.

? WHY is Atlantic Bond called "The Printers' Paper"?

Because Atlantic Bond is made *first* for printability. The greater, measureable bulk of Atlantic Bond means sharper impressions — smoother running — less make-ready time. This greater bulk — plus moisture controlled dimensional stability and micromatically accurate trimming — gives a paper that pleases both you *and* your customer.

? Are you now using Atlantic Bond?

There must be several reasons why Atlantic is first in sales in its own field — if you would like to see them for yourself just call your Eastern merchant for enough Atlantic Bond to run your own tests. We'll stand on the results.

Use

EASTERN **Atlantic Bond**

MADE BY EASTERN CORPORATION, BANGOR, MAINE

---

read what

MR. HERBERT MACK

PRESIDENT,

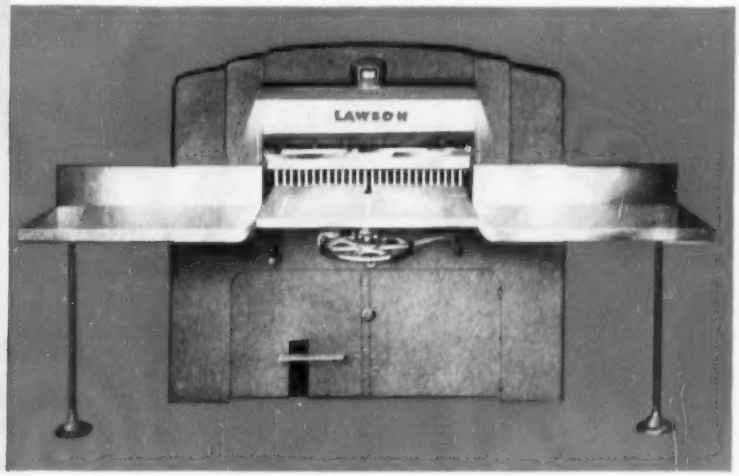
FINE ARTS PRINTING CO.

CHICAGO, ILL.

says about the

dependability *of* LAWSON 39" CUTTERS

"Recently, when making a study of our equipment maintenance cost, I was struck by the fact that, in the four and a half years we have owned our 39" Lawson Cutter, we have never had occasion to call you for service on a breakdown repair job. We just don't experience such things. — Our Lawson Cutter has given us dependable, accurate, trouble-free performance since it was installed in February of 1950. The machine certainly has turned out to be a wise and economical investment for us."



Write Today For Illustrated Folder on Lawson 39", 46" and 52" Cutters, also on Rapid 3-Knife Trimmer and Multiple Head Drill.

E. P. LAWSON CO. main office: 426 WEST 33rd ST., NEW YORK 1.

CHICAGO: 628 SO. DEARBORN ST. BOSTON: 176 FEDERAL ST. PHILADELPHIA: BOURSE BUILDING

EXCLUSIVE DISTRIBUTORS SALES AND SERVICE

HARRY W. BRINTNALL CO. Los Angeles, San Francisco, Seattle A. E. HEINSOHN PRTG. MACH. Denver SEARS LTD. Toronto, Montreal, Winnipeg, Vancouver SOUTHEASTERN PRINTERS SUPPLY CO. Atlanta WESTERN NEWSPAPER UNION Tulsa, Little Rock, Okla. City, Shreveport E. C. PALMER & CO. Dallas, Houston, New Orleans

EVERY BATCH



A COLOR MATCH

Every factory shipment of IPI ink is first subjected to precision-controlled color comparison with standard sample

Color control at IPI is continuous and exacting—from raw material to finished ink. Dry pigment is tested as it arrives at our factories, and compared in shade and strength with the standard dry color. Shipment samples of finished ink are likewise checked to assure more uniform color matches in every batch.

The Hoover Automatic Muller, shown here, is one of the many instruments used for precision color control by IPI technicians. This small, efficient laboratory machine grinds and disperses pigments, simulating actual production milling equipment. Its use results in more accurate color comparison and greater product uniformity.

This same care and laboratory precision applies to every phase of IPI inkmaking. This is why you can count on the same fine quality and color uniformity in every batch of IPI ink—which of course helps give you better quality printing on every job.

IPI service at work for you

Printing plants of all sizes are invited to use IPI's complete ink service facilities in printing centers from coast to coast. Each local IPI service station and branch is staffed by local experienced ink men, well-seasoned in the special printing problems of each locality. They are always on call to help you solve any printing problems—large or small—that may arise. For prompt ink service with a personal touch, contact IPI.

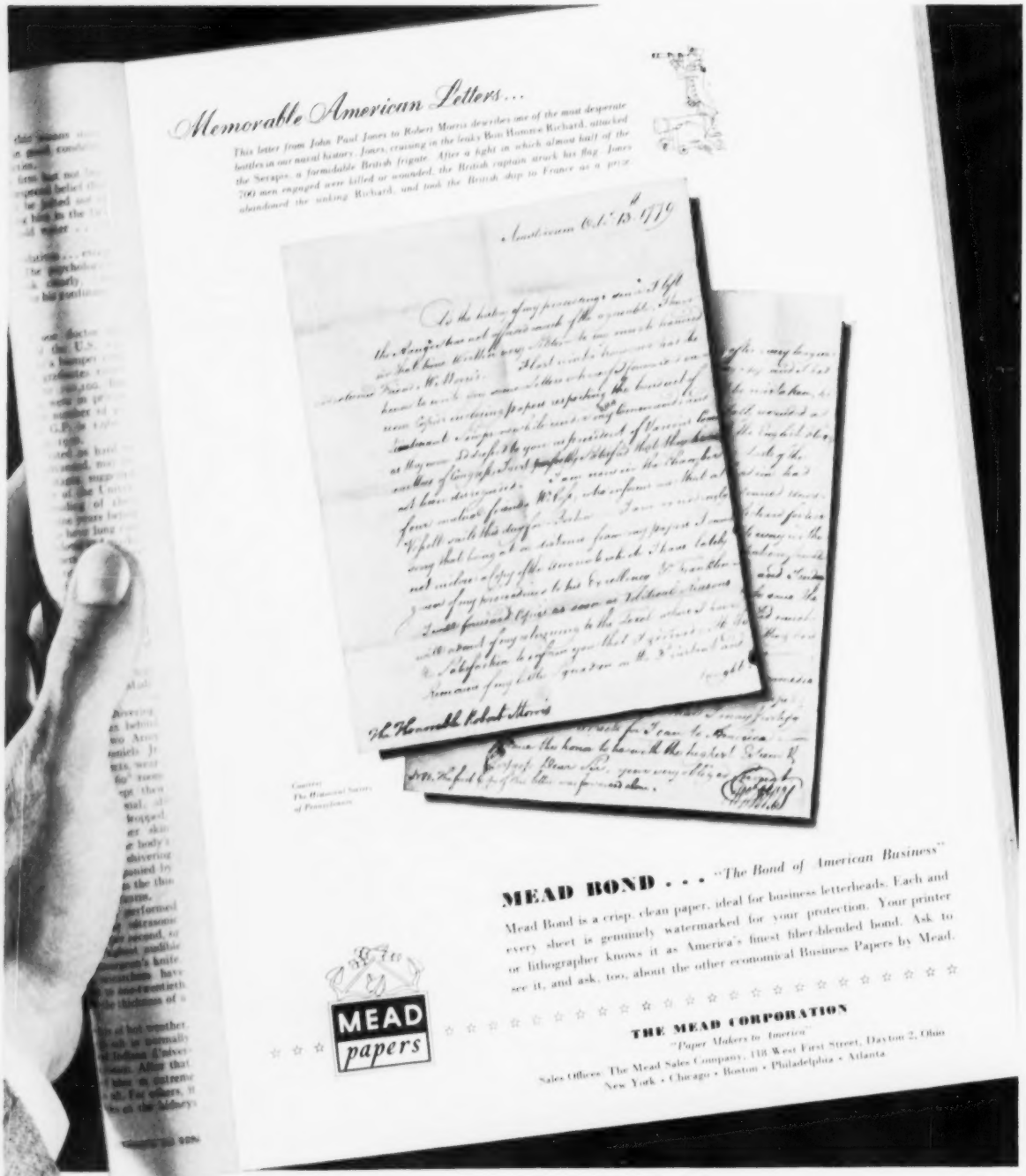
IPI and IC are trade-marks of Interchemical Corporation

Interchemical Corporation

PRINTING INK DIVISION • 67 W. 44th ST., NEW YORK 36, N. Y.

ipi INTERCHEMICAL PRINTING INKS IC

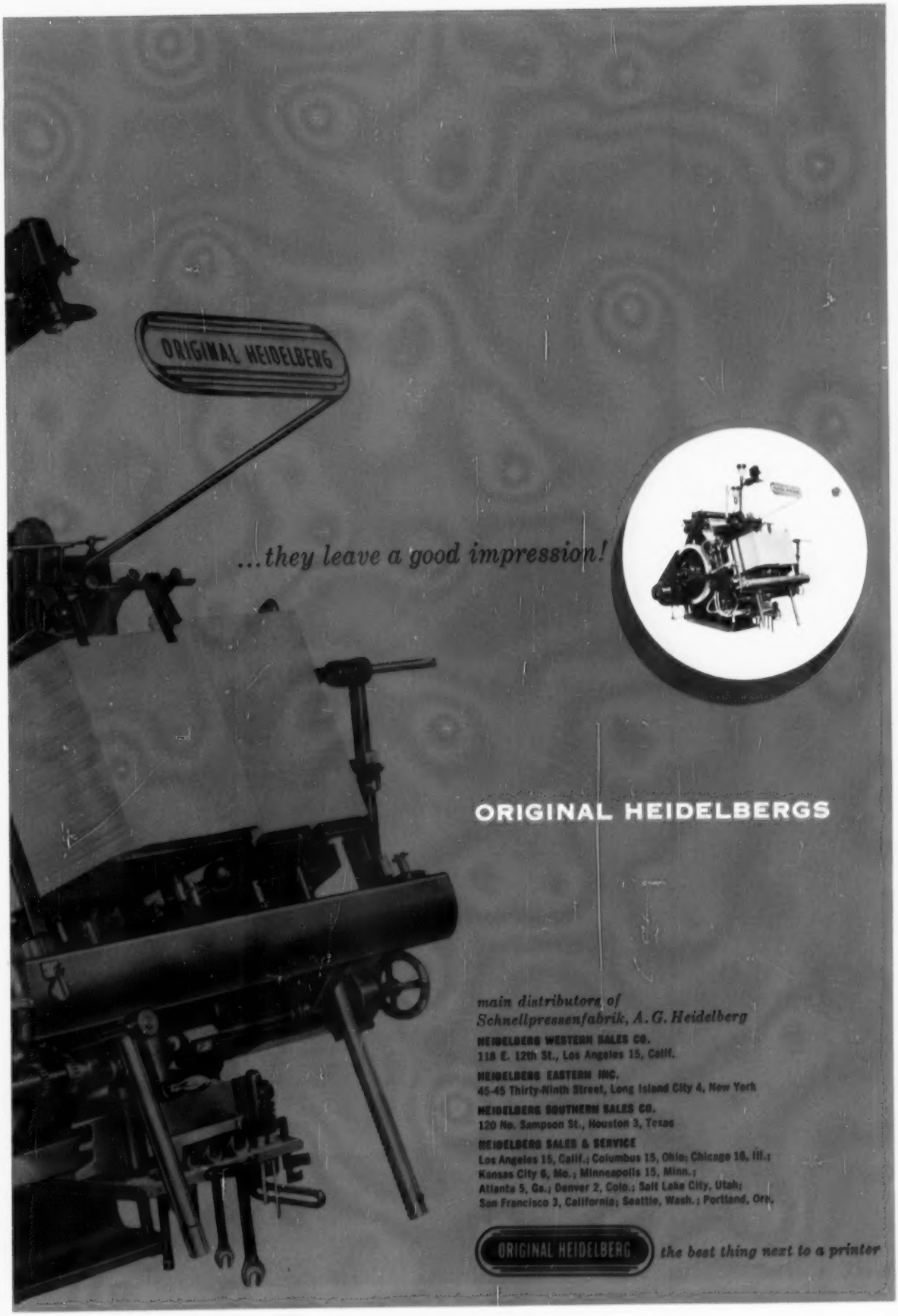
RELY ON IPI FOR LEADERSHIP IN INK RESEARCH



This full-page advertisement has been seen by the readers of *Time* and of *U.S. News & World Report*

ADVERTISING THAT HELPS YOU SELL

Mead Papers mean business . . . for merchants, merchant-salesmen, printers, lithographers and advertisers. Making Mead Papers unforgettable in the minds of your customers—all who buy and specify paper products—is the job being done through our national advertising. Remember, Mead Papers mean business for you.



...they leave a good impression!

ORIGINAL HEIDELBERGS

main distributors of
Schnellpressenfabrik, A. G. Heidelberg

HEIDELBERG WESTERN SALES CO.
118 E. 12th St., Los Angeles 15, Calif.

HEIDELBERG EASTERN INC.
45-45 Thirty-Ninth Street, Long Island City 4, New York

HEIDELBERG SOUTHERN SALES CO.
120 No. Sampson St., Houston 3, Texas

HEIDELBERG SALES & SERVICE
Los Angeles 15, Calif.; Columbus 15, Ohio; Chicago 16, Ill.;
Kansas City 6, Mo.; Minneapolis 15, Minn.;
Atlanta 5, Ga.; Denver 2, Colo.; Salt Lake City, Utah;
San Francisco 3, California; Seattle, Wash.; Portland, Ore.

ORIGINAL HEIDELBERG *the best thing next to a printer*

SPOTLIGHT

ON SUPERIORITY



by Baccarat of France
*for the Coronation of Napoleon I, 1804.**



Rising

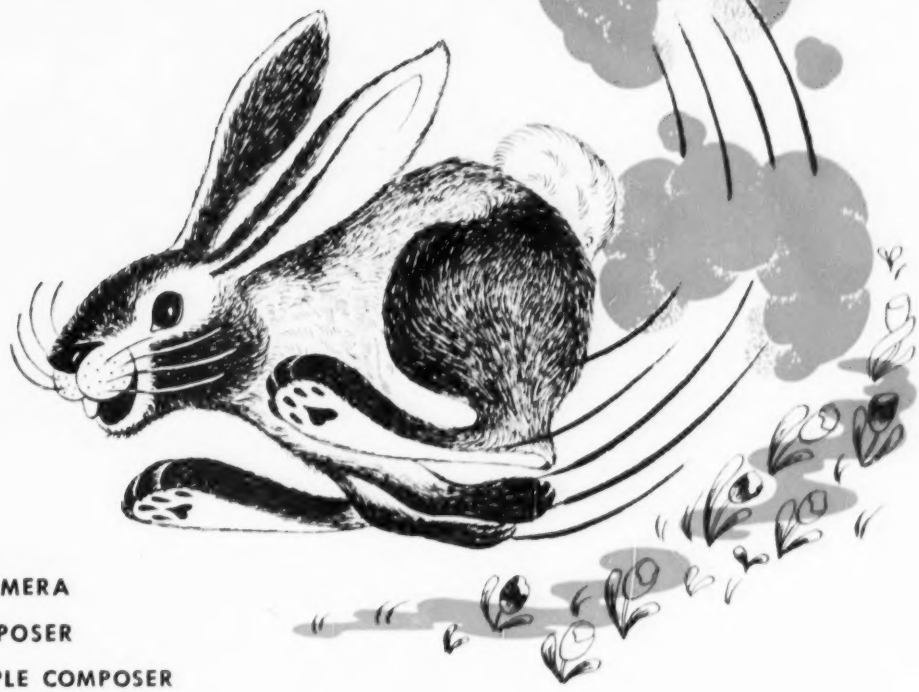
Ask your printer or paper merchant to show you the Rising group of papers . . . a superior sheet for everything from a wedding announcement to a stock certificate. Qualities up to 100% Rag.

RISING PAPER COMPANY...IN THE BERKSHIRES, HOUSATONIC, MASS.

**Brandy Snifter, Courtesy of Baccarat & Porthault, Inc., New York City*

24 HOUR

OFFSET PLATE SERVICE



48" PROCESS CAMERA

76" PHOTO COMPOSER

20" x 24" MULTIPLE COMPOSER

PRODUCTION PRESS PROOFING

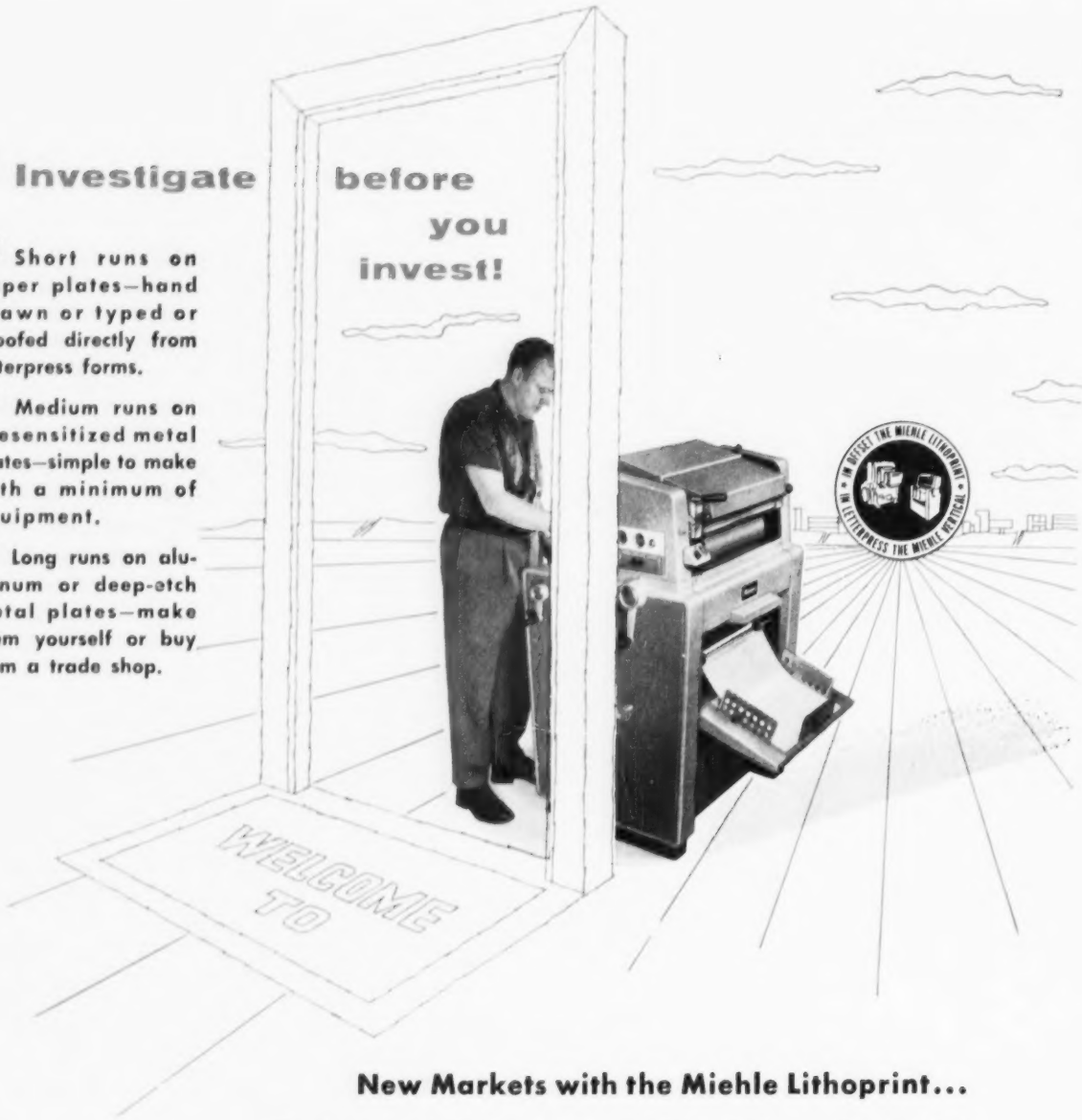
PROCESS COLOR PLATE COMPANY

531 SO. JEFFERSON ST., CHICAGO 7, ILL., PHONE WEbster 9-0522

NIGHT PHONE WEbster 9-0526

Investigate before you invest!

* Short runs on paper plates—hand drawn or typed or proofed directly from letterpress forms.
* Medium runs on presensitized metal plates—simple to make with a minimum of equipment.
* Long runs on aluminum or deep-etch metal plates—make them yourself or buy from a trade shop.



New Markets with the Miehle Lithoprint...

Develop new printing markets for small jobs that cannot be handled economically on your present equipment. Investigate the time saving features of the Miehle Lithoprint plus simplified offset plate making techniques. This combination will enable you to produce profitably a wide range of small jobs—everything from very short runs of reprints to fairly long runs of good quality color advertising. Ask for the full story.

The Miehle PRINTING PRESS & MANUFACTURING COMPANY
Chicago 8, Illinois

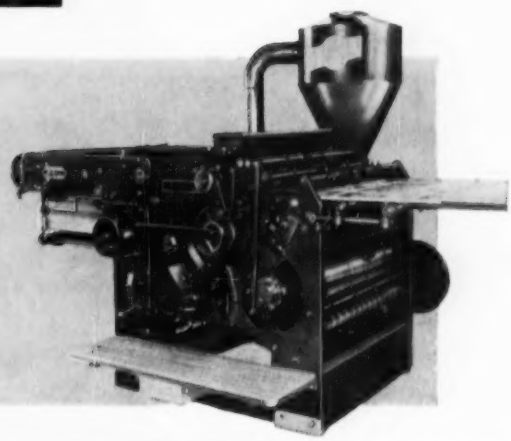
Sheet Size 14 x 20" • Design Size 13 x 17¼" • Speeds up to 5000

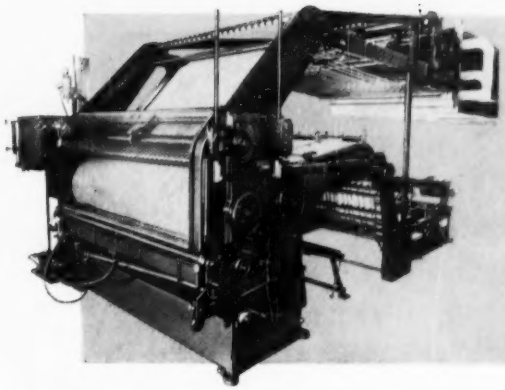


CHRISTENSEN... for Pressroom Profits

DEXTER

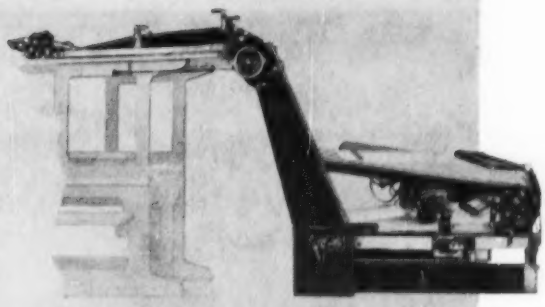
BRONZING Equipment will bring new jobs into your shop . . . and a Christensen High-Speed Bronzer attached to your press will mean increased profit with low operating costs. Matches the practical running speed of your press . . . exhauster-reclaimer keeps bronze out of the pressroom and in the machine.





VARNISHING of labels, magazine covers, circulars and gift wrappings enhances both product appearance and profits. The Christensen Varnishing Machine operates at almost twice the speed of any other present varnisher. Dual-level oven decreases floor space required. The Christensen will handle paper or board in widths up to 78 inches.

STREAM FEEDING with the Christensen Continuous Feeder means no stopping of the press . . . more printed sheets per hour. Improved register because sheets arrive at register position at one-sixth the speed of sheet-by-sheet feeders. Floor loading reduces operator fatigue, reduces loading time, eliminates stairs and platforms.



ILLUSTRATED CIRCULARS ARE AVAILABLE FOR ANY OF THE ABOVE MACHINES

DEXTER FOLDER COMPANY

General Sales Office

330 West 42nd Street New York 36, N. Y.

Above, two Seybold Auto-Spacers are used as a team to cut gum wrappers. The lifts are stripped by the first machine, passed to the second for chopping. It amounts to an "assembly-line" operation.



This Seybold spacer is equipped with the popular Seybold "air-film" table. The heavy lifts of stock can be moved easily on a cushion of compressed air. Friction is reduced as much as 85% for a lift of stock weighing 400 pounds.



Wrappers printed 24-up are cut quickly and cleanly. Once set for the cutting series, the Seybold spacer automatically positions the paper for every cut. The automatic back gauge does the heavy work.

A Mechanical Memory Positions the Pile

. . . the Result Is Profitable MASS PRODUCTION

"Mass production" is strong talk, but here's what a Seybold Auto-Spacer will do. On a multiple-cut job, it "memorizes" the cut sequence. The back gauge then moves into correct position for each cut automatically. It does this much faster than even a skilled operator can manage with an ordinary power back-gauge machine. And, being automatic, it eliminates the chance of human error from back-gauge positioning. The net result is a much higher rate of production, and less spoilage. That's a combination that means profit.

Profit for you?

With a long-run wrapper or label job, you can see how the mass production of a Seybold Auto-Spacer means money in the bank. But suppose you have a succession of short-run jobs. Then, you can set up each cutting sequence on a spacer bar (the mechanical memory). It's a quick adjustment. When the job changes, the operator turns the bar to the next setup and he's ready to cut. For "one-shot" cutting, the machine reverts to manual operation by the flick of a switch. Incidentally, if you handle big lifts of large sheets, you'll be interested in a spacer with the Seybold "air-film" table.

How much profit?

We can't say that a Seybold Auto-Spacer will do your work faster by 20%, 50%, or any specific amount. We don't know what kind of jobs you handle, or how. But we do know, from the experience of our customers, that a Seybold Auto-Spacer will pay for itself out of increased production. And all the other advantages also go into your ledger—in black ink.

We'll appreciate an opportunity to show you a Seybold at work. If this isn't convenient, please let us send you some literature on Seybold Auto-Spacers. Just check the size you're interested in and mail the coupon. Note: We're also ready with the facts on other Seybold bindery equipment. A check mark will bring you the information.

The design and manufacture of soundly engineered graphic arts equipment is the business of Harris-Seybold. Products of its divisions and subsidiaries include leading lines of equipment for all three major printing processes—letterpress, offset and gravure.

HARRIS-SEYBOLD COMPANY

fine graphic arts equipment . . . for everybody's profit

Harris Division • Seybold Division • Chemical Division • Special Products Division • The Cottrell Company • Macey Company • Harris Seybold (Canada), Limited



This Seybold spacer is set to cut and trim calendar illustrations. Since positioning is automatic, there is no spoilage of costly 4-color sheets due to operator fatigue or error.

HARRIS-SEYBOLD COMPANY
4510 East 71st Street · Cleveland 5, Ohio

34"					
40"					
44"					
50"					
65"					
85"					
94"					

☐ CONTINUOUS BOOK TRIMMER

☐ MULTIPLE SPINDLE PAPER DRILLING MACHINE

Please send me more information on the Seybold cutter model (s) checked.

Mr _____

Company _____

Street _____

City _____ Zone _____

State _____

Your work is as good as your bond...



Hamilton Bond

Here's the best Hamilton Bond we've made in 25 years of bondmaking. The white is our brightest, whitest white; the 11 colors have a sparkle that sets them apart. The watermark is *genuine*—formed inside the sheet, not pressed onto the finished product. That means a smooth, even surface that prints cleanly, clearly, without a trace of linting or fuzziness. Hamilton Bond is pre-conditioned at the mill to lie flat and feed well; then moisture-proof wrapped in the new gray-and-blue package.

In the hands of your customers, Hamilton Bond meets all tests. This paper shows off letterhead designs and printed messages to their best advantage, and takes typed characters crisply and clearly. When it comes to folding endurance and tearing strength, Hamilton Bond is second to none. It erases cleanly, without smudging, and it stands up handsomely under heavy use.

Your work is as good as your bond. So work with Hamilton Bond—the bond that brings out the best in your work!

HAMILTON PAPERS

W. C. HAMILTON & SONS • MIQUON, PA.

Offices in New York, Chicago, Los Angeles

HAMILTON BUSINESS PAPERS: Hamilton Bond, Hamilton Ledger, Hamilton Mimeo Bond, Hamilton Duplicator.

NEWSLETTER

ATF Clarifies New Distribution Plan

American Type Founders top brass scotching rumors about the company's plans. R. A. Tobias, sales and service Veep, says ATF will distribute type in 44 key cities, has new complete type catalog out...parts and equipment warehouses in 4 major cities, regional equipment sales and service centers in 8 cities, district sales and service points in 27 key cities. (Details in May IP.) ATF will announce new press development any day now.

Printing Salesmen's Wives Being Surveyed

If you want to know what your salesmen's wives think about the printing business, you find out soon. The Research Institute of America conducting nationwide survey (for PIA) among printing salesmen's wives to learn their attitude toward printing business, her husband's job, what she likes, what she dislikes. Printing salesmen's efficiency can be affected as much as 75% by home influence.

December Employment Down, Production Up

Employment down 0.9% but production up 0.8% in December of 1954 compared to December 1953...average hourly earnings were up 2.8% and average weekly hours were down 0.5% in the same period. So reports Union Employers Section of PIA. Cost of living down 0.8% in January.

Extra Taxes Sept. 15 If Congress Acts Soon

You might have to pay extra taxes by Sept. 15...Congress now correcting errors...Treasury found about 70...in last year's tax revision bill. House passed to Senate repealer of two business aids: one permits tax deductions on reserves for paying some expenses to be incurred in future years...other allows companies paid in advance for services to spread tax rather than pay all in year received. 1954 income would be affected by repealer. Taxpayers who filed returns taking advantage of two sections would pay extra taxes by Sept. 15, but without interest or penalties.

Corporation Income Tax Still 52% to April '56

Your corporation income tax rates stay where they are. Still 52%...no drop to 47%...old rate continues to April of next year. President Eisenhower signed bill March 30...and delayed about $3 billion in corporation, excise tax cuts. Annual income tax cut of $20 per person is dead, too.

(Over)

NEWSLETTER

(Continued)

Looked At Your Fringe Lately? Profits Low?

Have you looked at your fringe lately? Fringe benefit costs in 1947 were 15.2% of your payroll dollar, by 1953 had risen to 20.2%, U.S. Chamber of Commerce reports. Fringes include insurance plans, pensions, vacations, holidays, rest periods, any cost other than direct wages. Consider them in your cost computations or you'll be wondering what's happened to your profits.

Free Tax Record Aid

Small printers can keep good records for tax purposes. Get copy of "How Good Records Aid Income Tax Reporting" from the nearest office of Small Business Administration. Shows what records you should have, how best to use them. Free.

New Printing Plants, New Equipment Sales Up

New printing plants seem on the increase. More spending for new equipment. Business news is cheering, so there is more confidence on part of printers. Continued good business for second half of 1955 indicated by analysts.

'Situation Distorted,' ASNA Snaps at FTC

Advertising Specialty National Association has snapped back at Federal Trade Commission for ruling that group conspired to prevent price competition (see p. 55). Robert E. Yaw, ASNA president, objected to FTC finding, said the situation was "distorted," that FTC emphasized one count on which it found association guilty, barely mentioned it exonerated ASNA on 17 other counts in original complaint.

Minimum Wage Battle Veers Toward $1 Mark

Your costs will go up if Democrats in Congress vote to up minimum wage to $1 (instead of 90c from 75c Pres. Eisenhower supports)...they will if they can get city votes for high farm price supports. Industry probably against any rise... many think if they OK 90c, then Congress may up it to $1. Minimum wage seems certain to go to 90c.

Employee Turnover Cost

It costs you $411.19 per employee every time you have labor turnover, says U.S. Dept. of Labor. Multiply your 1954 replacements by $411.19...see how important it is.

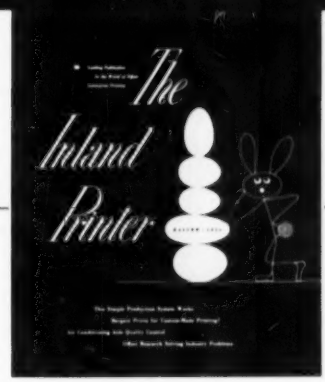
Los Angeles Sales Jump

Printing in Los Angeles for February much better than same period last year, sales index by PIA of Los Angeles shows. May level off in March...sales took big jump in March '53.

New Trade Rules Issued

Proposed trade practice rules for gummed paper and sealing tape industry released March 29. FTC hearing Apr. 15.

LEADING BUSINESS AND TECHNICAL JOURNAL IN THE WORLD OF LITHOGRAPHIC AND LETTERPRESS PRINTING



APRIL · 1955
VOL. 135 · NO. 1

Simple Production System Works

- There's no production control board in the McWhirter plant in Kansas City, Mo.
- Combination letterpress and offset plant has had phenomenal growth in past ten years
- Efficient planning and scheduling get jobs out on time; spoilage only half of one per cent

★ The McWhirter Company of Kansas City, Mo., is a young company, relatively speaking, now in its 38th year of business. It is an old company with an established reputation for quality printing, having satisfied and retained the accounts of several sizable companies for the past 20 years. In fact, we have had one account for almost 30 years.

We are a young company in "new blood" management and sales representation—the average age of three officers and three full-time salesmen actively engaged in the affairs of the company is 44 years. Very surprisingly, the average of acquired background experience in printing and allied industries of these men is 22 years.

The records of our operation—the time tickets and payroll, cost compiling and invoicing, matching delivery receipts against invoices, accounts payable, correspondence and filing—are handled under the supervision of an efficient bookkeeper who also prepares the monthly balance sheet and operating statement, and a combination receptionist-secretary.

One of the advantages of the many years of experience of the front office men is their ability to do their own estimating, with the exception of the larger jobs which are usually checked on one or two other desks. Salesmen also do their own pricing.

Each man is shown a monthly report of sales by individuals and percentage mark up. This policy makes everyone feel a part of the team and provides friendly competition and a gentle prod to get better prices.

Our largest period of growth has been in the past three years, some 85 per cent in that time—21 per cent in '54; 41 per cent in '53 and 23 per cent in '52. Prior to these years of "bursting-at-the-seams" growth in volume, our efforts had been confined to letterpress production.

In 1946, we started buying new replacement letterpress equipment, along with the purchase of our building which we had rented for 19 years. Today, practically all equipment is new, and three years ago we added an offset pressroom. Today this department operates with three presses over two shifts.

Of course, having access to a greater potential sales field, and being doubly careful of quality (for fear of jeopardizing a quality letterpress reputation), the offset department has been the main factor in making possible the added volume.

Equipment purchase has been in excess of depreciation reserve, and most of the profit has been put back into the business. We have so far managed to pay cash for equipment, with exception of one or two short term loans.

Our problems of production and inventory control have increased considerably with the added volume. It's a pleasure to report our spoilage has been less than half of one per cent over the past three years. This fact, I believe, is evidence of the care and caution exercised in getting an offset department started and bringing it up to capacity production. However, we are seeking new methods of supervision over production, new methods for eliminating wasted time.

By Clarence J. Ellis
Vice-President
The McWhirter Company

Editor's note: Material in this article formed the basis of a talk which Mr. Ellis presented at recent Printing Industry of America conference for printing production executives in Chicago

McWhirter Head Is Active In Graphic Arts Groups

A. C. McWhirter, president of the McWhirter Company, Printers, a corporation, is a second generation executive. He has served in the top management position since his return from Naval Service in 1946, during which time, his father and founder of the company, A. G. McWhirter, has served in the position as vice-president and chairman of the board.

Mr. McWhirter is eminently qualified for his position because of his wealth of experience in printing, paper mills and sales work. He represents a distinct change-of-pace from the trial-and-error method of producing, costing and accounting. His formal education was from Southwest High School and University of Kansas.

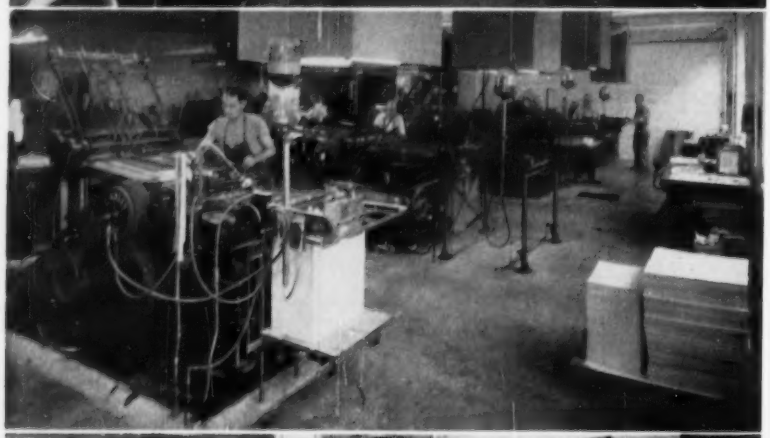
He has contributed considerable time to committee work in the graphic arts industry locally and currently serves as a director. He has served as a director of Printing Industry of America since 1953, and was a member of the executive committee in 1953-54.

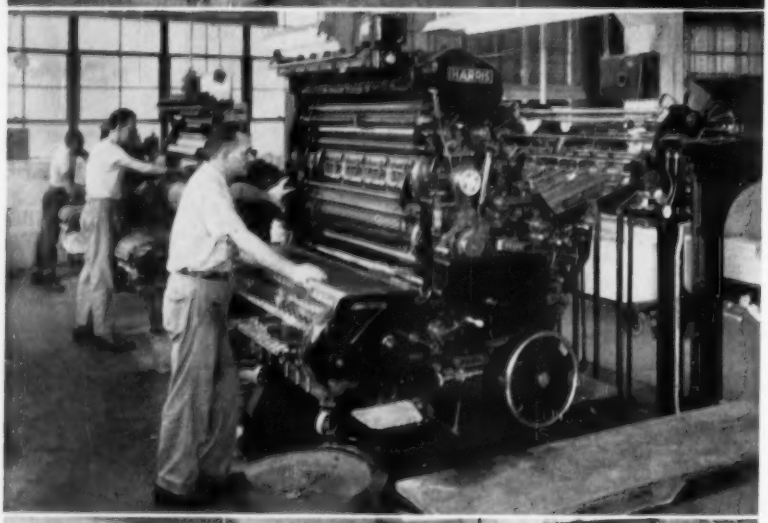
Left: A. G. McWhirter, chairman and company founder in 1917; right: Alfred C. McWhirter, president

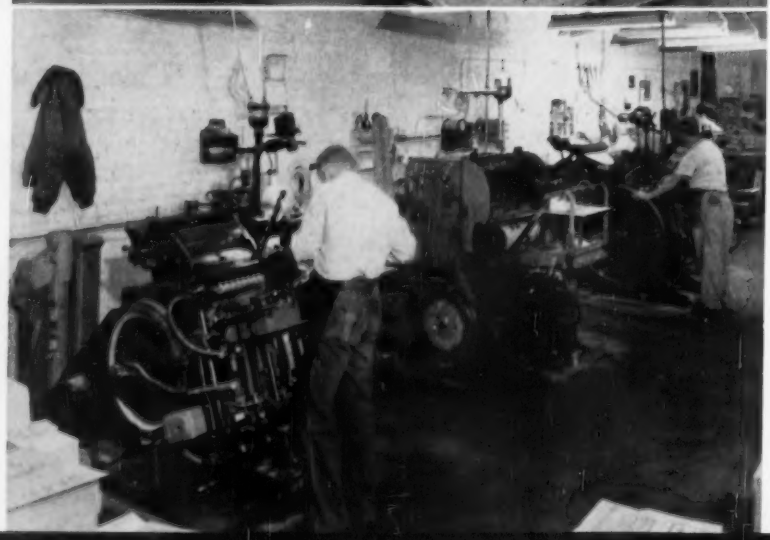














About the Author

Clarence J. Ellis, vice-president of McWhirter Company of Kansas City (author of this article) has practical background of some 35 years in the industry.

In 1933, he went to work as an extra man in the composing room for the McWhirter Company. The job was temporary, but, through his own initiative and industry, he turned the job into a permanent one. Within a few months, he was made foreman and stayed at this position until the war years. He came into the front office in 1943, and besides handling the production schedules also developed some very good printing accounts.

As an indication of his capacity and willingness to take responsibility, Mr. Ellis had the full burden of the management thrust upon him when Mr. McWhirter, Senior, suffered a heart attack and the son, Al McWhirter, was in the Navy. The management side of the business was entirely new to him.

He found time to serve in various capacities in the local Graphic Arts Association, past president of the Kansas City Club of Printing House Craftsmen, and president of the Printing Executives' Club.

An effort initiated recently by the newest member of our sales force, a man who came to us from the field of paper merchants, has paid off. He is naturally equipped with a well-earned knowledge of warehousing, and a wide knowledge of weights, grades, sizes, finishes, etc. He has carefully charted our warehouse floor, and supervised personally the rearrangement and placement. Now, the current physical inventory corresponds to a perpetual inventory maintained in the office. The inventory incorporates quantity, size, color, finish, weight and base weight, valuable information for quick, finger-tip access.

Such analysis of our needs by interested personnel of the company is gratifying, and contributes greatly to the company's rapid growth.

Mr. A. C. McWhirter, president of our company, is greatly appreciative and quick to recognize and acknowledge such initia-

Scenes in McWhirter Company plant. From top to bottom: general offices, letterpress cylinder room, offset department, job press department

tive and industry on the part of any individual connected with the company. He takes pride in a busy, well-equipped plant and is aggressive in planning for still more modern methods and equipment. He believes that key men and top-flight representatives are the most important factors in sales and production.

Personally, since I give the greater part of my time to planning and scheduling of production, I frankly admit I am selfishly grateful to any individual who contributes to simplification and ease of operation in any department. It makes my work easier. It makes it possible to anticipate faster handling, greater production, and gives more assurance of meeting definite delivery dates.

Such initiative as the revamping of inventory is reflected in the daily routine of every salesman and every key person in our plant. We're proud of that—and in turn it pleases customers. When customers are happy I'm happy—our whole company is happy.

Let's talk about balance between sales and production. It seems a little silly to use the three terms together: sales, production, balance. Certainly, we're dreaming if we are talking about a physical balance of the two.

The major part of my experience has been acquired on the floor. Currently, I am devoting the greater part of my time and thinking to the planning and scheduling of production. So, I sometimes am fearful of a production complex that tends to restrict my sales potential. To offset this condition, we have a sales manager who is

(Continued on page 91)

Date _____ P.O. No. _____ Promised _____ No. _____

For _____ Address _____ SM _____

Description _____

Proof To: ☐ Litho. ☐ L.P.

Paper: (ITEM) _____ In Stock (ITEM) _____ Ordered From _____ Date _____

(1) ___R___Sh___X___lb _____ Cuts___X___For_____

(2) ___R___Sh___X___lb _____ Cuts___X___For_____

(3) ___R___Sh___X___lb _____ Cuts___X___For_____

(4) ___R___Sh___X___lb _____ Cuts___X___For_____

(5) ___R___Sh___X___lb _____ Cuts___X___For_____

This form in duplicate, with second sheet punched for loose-leaf visible binder with dividers for various press sizes, serves for cutting and scheduling. Below: Cutters readying stock for presses



Left below: Schedule sheets for job presses and letterpress cylinders are made in duplicate; similar form (right below) schedules work for offset presses

MAJOR

March 14, 1955

No 5965 -- Dellup Map Co. -- 8 signatures -- 80 M each -- Black Ink

(Black Ink)

KELLY NO. 2

No 6160 -- Illustrated News (2 forms) 2M each -- 5 P. M. Delivery Today

No 6157 -- B. O. P. -- 4-page -- 15,500 (Complete on nite shift)

No 6160 -- Illustrated News (2 forms) 2M each -- 5 P. M. Delivery Tuesday

KELLY NO. 3

No.5992 -- Sheffield Steel -- 2M Guide Sheets -- Pastelle Blue

No. 6052 -- Scelly Oil Co. -- 5 signatures - 10M each -- Blue & Black

No. 6062 -- A. & B. Rx. Club -- Publication -- (Wednesday Delivery)

S. W.

No 6158 -- A. P. W. P. -- 10M Folders -- Red and Black

No 6170 -- Western Tablet -- 5M 4-color process

No 6163 -- Atlas Paint Co -- 20M Impressions -- Red and Blue

KELLY C

No 6102 -- Carter Adv. Agency -- 2m A4 Reprints -- Black

No 6156 -- Spencer Chemical Co -- 10,500 Impressions -- Black Ink

No 6118 -- Roman's C of C -- Publication -- (Wednesday Delivery)

VERTICAL

No 6149 -- Atlas Paint -- Label Imprints -- (Tuesday AM Delivery Sure)

No 6154 -- Sinclair Coal Co. - 2M each - 4 forms -- Black I nk

No 6055 -- Hal Sandy -- 5M labels (Black)

No 6060 -- American Hereford -- 20M Impressions -- (Black Ink)

KLUGE

No 6148 -- Grand Avenue Bank -- 5M Impressions -- (Black Ink)

No 6168 -- General Mills -- 40M Impressions -- (Blue Ink)

No 6169 -- General Mills -- 18M Impressions -- (" ")

HEIDEL

No 6145 -- V.F.W.-- 10M Impressions (Red Ink)

No 6171 -- Duren MacDonald -- 15M Impressions (Black Ink)

No 6170 -- Peters Bottom Co. -- 14M Impressions (Black Ink)

HAND

No 6168 -- General Mills -- 25M tags

No 6165 -- General Mills -- 15 M tags

No 6151 -- Locke Stove Co. -- Imprints

OFFSET

Date March 14, 1955

35" HARRIS

No 6155 -- Western Auto -- Black Ink, 61M Impressions

No 6145 -- Stuart- Hall -- Black Ink, 75M Impressions

No 6160 -- Harley Co. -- Black Ink, 40M Impressions

29" WEB

No 5960 -- Kelley Electric -- 1M Impression -- Black Ink

No 6150 -- Sheffield Steel -- 5M Impressions-- Black Ink

No 5955 -- Robt. Evans Co. -- 155M Impressions -- 4-color process

No 6190 -- Sunflower Industries -- 20M Impressions -- Black & Orange

No 6180 -- Locke Stove Co. -- 50M Impressions -- Red & Blue

22" WEB

No 6150 -- Sheffield Steel -- 2M Covers -- Orange & Black

No 6199 -- Sunflower Industries -- 10M Impressions -- Orange & Black

No 6159 -- Spencer Chemical Co. -- 22M Impressions -- Black Ink

No 6152 -- Old American Ins. -- 60M Impressions -- Red and Black

No 6155 -- Old American Ins. -- 40M Impressions -- Red and Black

No 6161 -- Western Security & Surety -- 2M Impressions -- Black Ink

Are You Charging Bargain Prices For Your Custom-Made Printing?

- **Long-time pricing habits have pitfalls for the unwary printer**
- **You can avoid them by taking a fresh look at pricing policies**



By Olive A. Ottaway

Executive Secretary
Toronto Graphic Arts Association

This is the first in a new series of articles in which the author will discuss problems faced by every printer in establishing costs and prices for his work. Miss Ottaway will pose such questions as "How much printing would you buy at the prices you charge?" and "Would you, as a buyer, purchase 'bargain' printing?" And she will suggest ways to get a more efficient pricing and costing program in your plant. The articles will also discuss some production weaknesses and management practices that tend to destroy the industry's prices, and tell how to avoid them

★ Very often, it becomes obvious that we need to review why we do certain things in certain ways. We need to analyze our habits and see whether we really are performing day-to-day jobs in the most efficient way.

Perhaps a habit or custom should be discarded if it has outlived its usefulness. Or perhaps it should be changed so that we get more benefit from it. However, unless we take time to evaluate it, a habit may become costly in time and money.

This spirit of investigation needs to be applied frequently not only to our daily living habits but—in a special sense—to the customs pertaining to costing and pricing in commercial printing. A review of our costing procedures is particularly important in the light of today's highly competitive market conditions.

We live in a time when group study and group discussion are popular methods of solving business problems. We hear frequently about sales programs, administrative programs, and training programs. All of these are group projects aimed at more efficient business operation. But how often do we hear of a costing program? Perhaps it might be hidden under another name, not easily identified, but it would be hard to justify such treatment of so important a matter as the pricing policy of a company.

All departments of a printing business are important, of course. Yet, the costing and pricing procedures of the business are more important than any other phase. These procedures should be set up so that any strength or weakness can be seen easily. In modern business, more factors than just profit are affected by costing and pricing policies.

Have you coördinated your costing and pricing programs so that a definite policy is adhered to? As the printing market grows more competitive, there has been a tendency on the part of some printing buyers to check and see just how sure the printer is of his prices.

Sometimes the buyer will wonder whether or not the quoted prices won't stand a bit of timing—not on the quality of work or materials, but solely on price. In other words, the buyer asks himself, Will the printer sacrifice some profit simply to keep his plant filled with work? And the buyer may find a printer who is worried about overhead and idle help, and who will consider any price acceptable so long as his shop is busy.

Such thinking on the part of any printer must surely result because he either does not know his costs or else chooses to disregard them.

Whenever he permits a buyer to dictate price, the printer not only lessens his own prestige in the buyer's eyes but also undermines the price structures of his fellow printers.

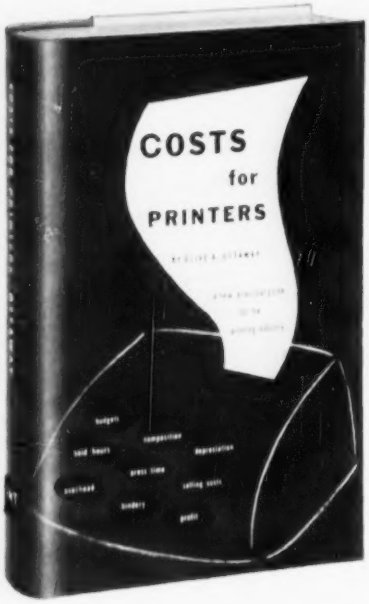
If you have a definite costing and pricing policy to which you adhere without exception, if you check all estimates with time records to compare estimated and actual times, you will never be without factual information if a price is questioned.

For example, one printer recently made a study—for the first time—to check salesmen's estimates against actual job time. Many of the estimates showed undertiming, particularly in hand operations, while only a few showed too great a time allowance. Naturally, this printer has had his salesmen review and revise their estimating methods to achieve results closer to actual conditions.

Often, it is difficult to estimate accurately the time needed to produce quality craftsmanship and still meet a specific delivery date. In a situation like this, the printer must ask himself, Can I afford to

Book Takes New Approach to Fundamentals of Costing

Olive A. Ottaway, author of the article on this page and a recognized expert on costing and pricing problems, has announced publication of a new book, *Costs for Printers*. Described as a practical guide to cost problems in the printing industry, the book takes a new approach to fundamentals of cost control.



Miss Ottaway also develops a new line of thought in presenting the relationship between employer, customer, and employee. She shows how each of them is an "investor" in the printing business, and how the interest of each is involved in setting prices and costs of printing throughout the industry.

Drawing upon her wide experience in management, the author has detailed the most efficient methods of establishing costs and prices. Topics covered in the new volume include fundamentals for establishing hourly rates, compiling unit costs for pricing purposes, and making a price list.

Other sections of the book deal with such subjects as material inventories, ratios and trade customs, and expense recovery through hour costs.

Costs for Printers may be ordered through the Book Department of THE INLAND PRINTER. The price of the new volume is $19.85.

sacrifice part of my profit if I have to increase costs to maintain quality and meet the delivery date? It will be easier to answer this question if the printer knows his costs and has a definite pricing policy.

Reducing a price at the customer's request can be costly in many ways. Many printers, equipped with a knowledge of their costs and an awareness of the future of their industry, consistently refuse to cope with unethical competitors by quoting unrealistic prices. They realize that such prices can undermine the printing business as a whole. Thus, these men make their contribution to the industry by holding fast to ethical practices.

In forthcoming articles, we will consider several phases of costing and pricing in the printing industry. Our aim is to reconsider some of the fundamental facts you must face when pricing your product.

Printers and their customers tend to be confused at times because the printing business is both a manufacturing and a service industry. The fact is that printers produce a custom-made product. No custom-made product can be sold at mass-production, "bargain" prices. Intelligent pricing of your products demands a realistic costing and pricing program.

Don't Take Even Your Best Customers for Granted

- **Lost customers and lost printing volume are hard to replace. Keep your customers happy**
- **Many printers and lithographers are lax in the simplest of courtesies to good accounts**

By P. R. Russell

Parthenon Press, Nashville, Tenn.

★ A commercial printer lost a customer of long standing. It was one of those blows that hurt so badly that the printer was bold enough to ask this customer why he had gone somewhere else for his printing.

The reply was ready and equally frank:

"You were taking me too much for granted. Your work for me was no longer up to standard or promptly delivered. It was just what I myself would expect if I treated one of my customers as you have been treating me lately. It wasn't price, for I have already approved payment on an invoice larger than you would have rendered for the job that you didn't get!"

Lost customers and lost printing volume are hard to replace. The successful printer, according to the experts, should be able to retain 85 per cent of his business volume year after year, with 15 per cent of new business to be obtained to hold his own, 20 per cent to 25 per cent new business if he shows any growth. Many witnesses will attest to the size of the task of securing that 15 per cent of new business. A customer in hand is worth two on a red-hot prospect list.

Too many printers and lithographers are lax in the simplest of courtesies. Macklenburg-Duncan Co. of Oklahoma City, one of the world's largest manufacturers of weatherstripping materials, began 32 years ago to send a "thank you" letter for every order received. It was an easy matter then with their business confined to Oklahoma City and vicinity.

Today, with more than 30,000 accounts, they still send an original, warmhearted, personal letter in appreciation of business received, even though an entire department, equipped with automatic typewriting equipment, is necessary to do the job. It means sending out 750 to 1,000 letters a day, so fresh and so personal that copy is changed every second or third day, or for every 2,000 letters sent out. This costs money, $30 in postage alone for every 1,000 letters. Yet, with all the expense and trouble this successful company considers it worthwhile.

Many printers do not realize the value of an account until they lose it. Sometimes, luckily, we are warned in time to get busy and save it before we lose it. There is a job, or often many jobs, for which the type is standing (usually at no expense to the customer, but requiring storage space). Sometimes, even the necessary stock is in the house for the work. It really hurts to lose work under those circumstances.

There are intangible values in every reprint job. It can always be produced cheaper after one or more previous runs. New work entails added costs as the workmen familiarize themselves with it. The writer can cite actual instances where sizable jobs have been done at 10 to 15 per cent less labor and mechanical costs on "repeat" runs. *Hold on to what you have as long as possible! Don't lose it for something you needlessly fail to do!*

Even a casual investigation among successful commercial printers and lithographers will reveal their dependence on business from customers of long standing. They hang on to them for dear life.

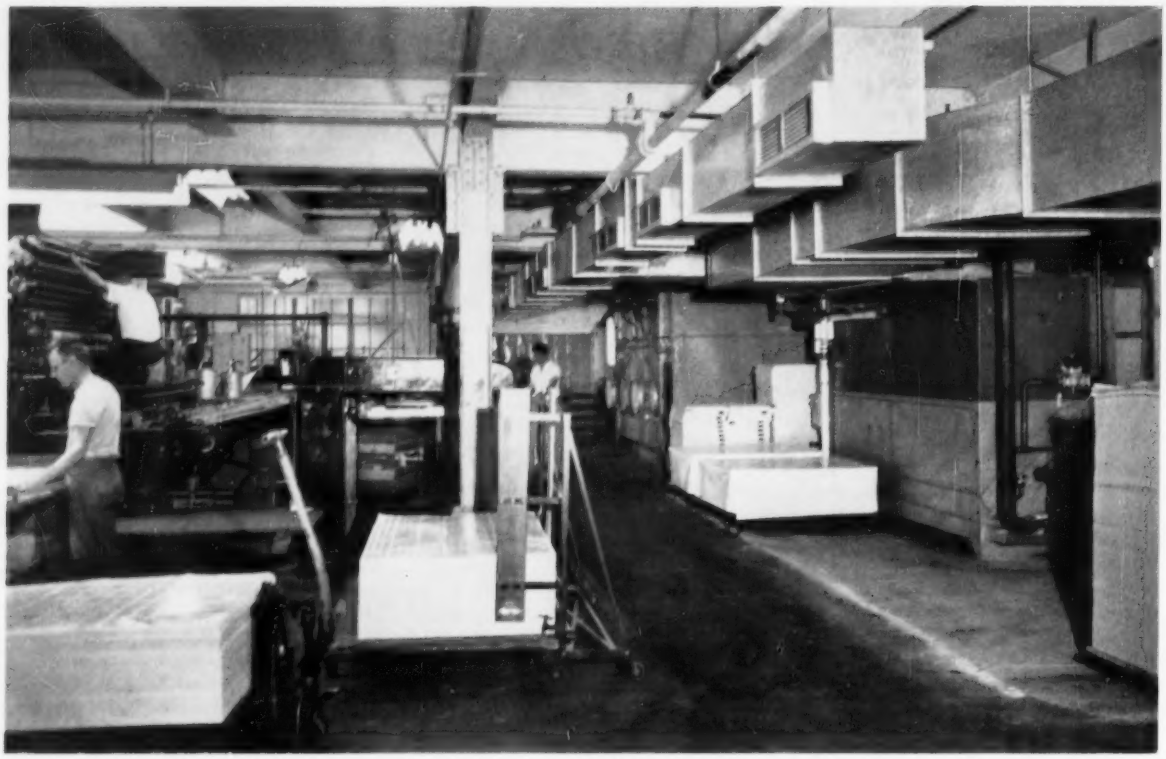
The writer retains a vivid memory of a news report of the sale of a fire insurance agency, following the death of the owner, for $50,000. Investigation revealed that the man owned no real estate except the dwelling in which his family lived and that his business was conducted in rented space, in which he possessed less than $1,000 worth of office furniture and equipment.

The answer: In his office files were the names, addresses and other information about several hundred property owners who year after year bought their fire insurance and liability coverage from him. These "renewals," as they are termed, were worth $50,000 to another agent who

(Continued on page 93)

Frank H. Parke, president of the Democrat Printing and Lithographing Company, Little Rock, Ark., is a past master in the art of customer cultivation, having built a nationwide business, effectively shown in the photograph below, by direct mail followed by constant attention to each job. Mr. Parke is past president of Southern Graphic Arts Association and an advisory board member





Partial view of Eureka Specialty Printing Company offset pressroom shows (at right) the air conditioning machine and paper conditioning unit (center rear)

Air Conditioning Aids Quality Control

Paper, ink, wood-mounted plates, even press equipment change characteristics as the temperature and relative humidity change

★ Generally speaking, air conditioning is used in business and industry for three purposes: for "comfort cooling," for the protection of equipment, and as an aid in controlling production quality.

In the commercial printing field, the number of air conditioning installations has been growing rapidly. Most of these installations have not been intended primarily for comfort purposes. Neither is protection of equipment an important factor in the climate of this country, although in more humid areas it has proved to be a valuable secondary advantage.

By George Ransom

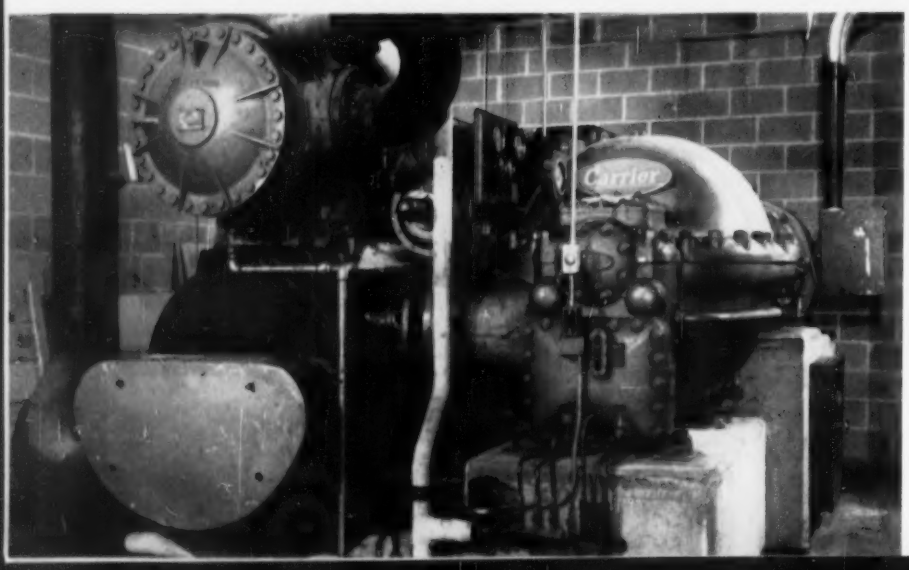
Mechanical Engineering Consultant

The principal reason for the increasing use of air conditioning in printing plants is that it helps the printer produce higher quality work. This is just as true in the smallest job shop as in the biggest specialty plant. Almost everything the printer uses in his work is affected by temperature and moisture changes in the air. Paper, ink, wood-mounted plates, even press equipment, change their characteristics as the temperature and relative humidity rise and fall.

Consequently, if the printer can control the atmosphere in his plant, he can eliminate many variables that might otherwise hinder him in producing quality work.

To the printing plant operator who is considering air conditioning, however, the available equipment can present a bewildering picture. There are literally hundreds of types of equipment. Some are standard, production-line models designed only for cooling the air. Others can control humidity automatically. Several lines of equipment consist of basic components that can be combined to perform various cooling, heating, and humidifying jobs.

Which equipment to choose is a question that can be answered only by considering the problems of a particular plant. Two good examples of how print-



Heart of air conditioning system at I. S. Berlin Press, Chicago, is this 340-ton centrifugal refrigerating machine and companion compressor

ing firms are taking advantage of air conditioning can be seen at the Eureka Specialty Printing Company of Scranton, Pennsylvania, and the I. S. Berlin Press in Chicago.

Eureka Specialty, which is celebrating its fiftieth anniversary this year, produces gummed paper products—labels, stickers, tax stamps, and the familiar Tuberculosis Fund seals. Any printer who has handled gummed stock on a sticky August day knows the exasperating problems this kind of work can involve.

Because air conditioning is practically essential in its work, Eureka Specialty has recently modernized its air conditioning system. It now uses Carrier reciprocating refrigeration equipment, which has the important advantage of taking little space in the plant.

Other more important advantages have resulted from Eureka's use of air conditioning, too. Static troubles in press feeding and delivery have been practically eliminated, and paper conditioning time has been greatly reduced. No more time is wasted on Monday mornings because of cold machines and congealed ink.

Most important, the stable atmosphere in the plant has resulted in much better control of the entire printing process. Eureka's superintendent said recently that he believed he could wait a month between printings and still get good color-to-color registration.

In addition, the pressmen now have more comfortable working conditions, and ink mist is no longer a problem in the pressroom.

The air conditioning installation in Eureka's second-floor offset department is a relatively simple one. Along one wall of the pressroom are a paper conditioning unit and a Carrier Industrial Weathermaker. A single duct extending the length of the pressroom distributes filtered air through directional vents.

A small penthouse was constructed on the roof outside the pressroom for the mixing and filtered air chambers, and the refrigerating machine, a unit of 50-ton capacity, is located on the first floor. The evaporative condenser has been placed outside on the roof.



View of the large pressroom at the I. S. Berlin Press in Chicago showing the air conditioning ductwork

This efficient arrangement of equipment takes only one-third the space formerly occupied by a 10-ton air conditioning unit. Eureka plans to install another offset press in the space saved.

Although Eureka's air conditioning system is similar to a custom-built, central station installation, it actually is a factory-fabricated unit that was bought complete except for the compressor. The contractor who installed the system provided special air filters to meet printing requirements in the plant. Provisions also were made for admitting outside air as well as recirculating the air in the plant.

The result is a completely controlled atmosphere in the Eureka plant. Air temperature is maintained at 78 degrees and relative humidity at 48 per cent throughout the year. Automatic operation within close limits is assured by a pneumatic control system that continually guards the pressroom atmosphere.

I. S. Berlin Press in Chicago, while it does not often face the problems confronting Eureka in handling gummed stock, has other air conditioning problems common to all printers and especially to lithographers.

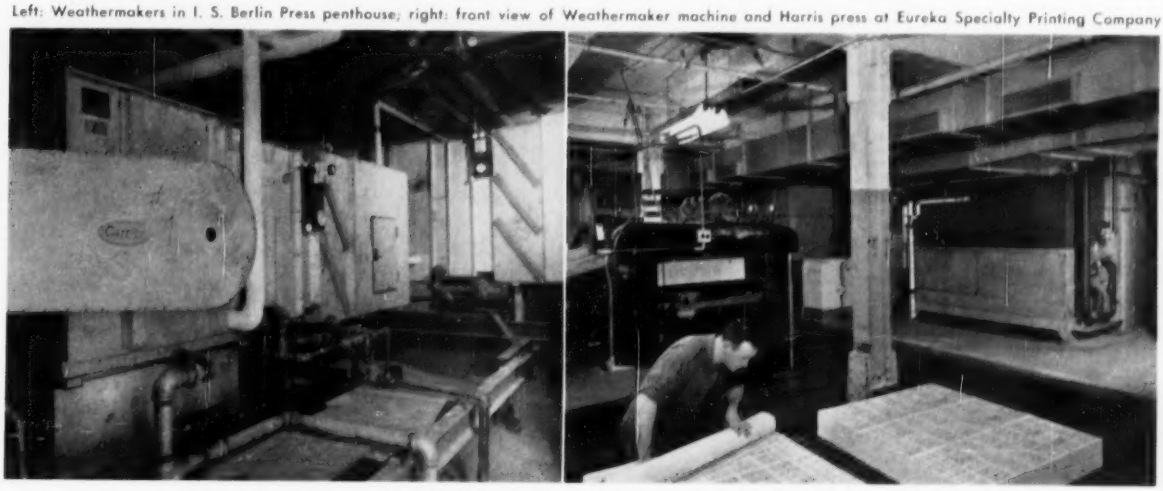
Berlin Press occupies a new one-story building that is completely air conditioned. This company, like Eureka, uses a Carrier centrifugal refrigerating machine as the heart of its air conditioning system.

The controlled atmosphere in its plant has brought Berlin Press all of the benefits associated with air conditioning. Accurate color registration is easy to achieve, and stock spoilage has been cut to a minimum. Makeready and press down time have been materially reduced.

Nine Carrier Weathermakers are installed in eight penthouses on the roof of the Berlin Press building. One of these units serves the camera department. The other eight supply 19,000 cubic feet of conditioned air to the pressroom each minute. A low-pressure duct system dis-

(Continued on page 84)

Left: Weathermakers in I. S. Berlin Press penthouse; right: front view of Weathermaker machine and Harris press at Eureka Specialty Printing Company







Reynolds Metals Company aluminum foil ad in April issue of *Better Homes and Gardens* is first foil ad ever to appear in consumer publication. Ad was printed by high-speed letterpress by Meredith Publishing Company, Des Moines. Right: Meredith production group holds planning session on aluminum foil ad. Left to right: Leo Cramer, superintendent of mail room and bindery; Tom Irwin, senior chemist; Vernon Mauk, superintendent of printing preparation; Bob Jolley, assistant production manager; Bob Spry, manager of industrial engineering; Russ Parish, manager of mechanical research, Al Cole, pressroom superintendent

Printing Aluminum Foil Poses Production Problems

- **Meredith Publishing Co. prints two-color, double-spread ad on aluminum foil for magazine**
- **Engravings, ink, web feeding of laminated foil and paper were among tough problems solved**

★ First advertisement printed on aluminium foil ever to be used by a mass-circulated magazine appears in the April issue of *Better Homes and Gardens*. It is a Reynolds Metals Co. full-color two-page spread printed on a Cottrell web-fed five-color rotary press in the Des Moines plant of Meredith Publishing Co., publisher of the magazine. Stock used was 1,800,000 yards of a lamination made from 180,000 pounds of Meredith's regular paper and 57,000 pounds of Reynolds aluminum foil 35/100,000ths of an inch thin.

The total cost of the ad, $135,000, made it what Reynolds rates as the most costly single ad in publishing history, but not the most expensive, because high reader appeal is expected to make the cost per reader lower than that of regular ads.

The spread displays a ham baked in Reynolds Wrap, the foil itself and its package. In charge of the job were David F. Beard, general director of Reynolds advertising, and William Dasheff, executive vice-president, Buchanan & Co., New York City agency.

Photos, artwork, and layout were designed for sharpest eye appeal. Cameramen had to avoid coming up with prints showing "black spots" caused by exposing the foil to too much bright light. They also guarded against "light bounce" from the foil, which might fog the prints.

Next step showed that any four-color engraving house can take well-prepared photos (carbro) and, by regular four-color process methods, produce jobs which can be satisfactorily proofed on foil without special inks or preparation.

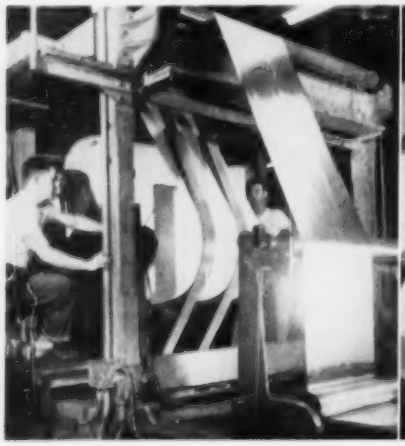
Special White Plate Required

Bingham Photo-Engraving Co., Inc., New York City, made the plates in the same way as those made for use on paper stock, with one exception. Required in addition to the four-color plates was a white key plate for covering with a "line white" (no screen) any of the foil area that should not come through as foil. This plate was used under the ham illustration. Another white key plate, under the Reynolds Wrap carton, was etched to permit the foil to come through as required by the carton design.

Months of Meredith pre-run work included sheet-fed press, folding, and binding tests to determine the best way to handle the laminated stock. Years ago Reynolds did sheet-fed letterpress work with foil mounted on heavy stock. Meredith found that sheet-fed printing on thin laminated stock was not practical. Plant men felt that folding troubles could be solved. Binding tests posed no serious difficulties, if the stock were folded into four-page signatures. But laboratory and proof press tests showed that more work would be needed to solve the ink-lay problem.

Meredith chose web-fed printing and ran two-streamer webs on the Cottrell rotary, which was selected because it could print the white underlay with four process

Left: Meredith pressroom workers prepare for first actual printing of aluminum foil-paper lamination. Center: Meredith ad and press men check first foil pages off the press. Right: Gleason Starr, Meredith hand bindery superintendent, checks to make sure aluminum foil pages are fitted correctly in magazine







colors and still use the open type (Offen) drier. White plates were made for certain trial pages to compare the value of the underlay with process colors printed on plain foil.

Reynolds laminates foil to many printing stocks. Meredith narrowed the field to 35-pound M & O Multiprime and 43-pound Multifect. The latter was chosen because Multiprime's uncoated surface was not smooth enough on the foil side for good printing. Meredith points out that when Reynolds uses stock coated on one side only, the coated side is placed next to the foil, even though the other side is also printed. When two aluminum sheets are rolled together, the side of the sheet next to the roll has a dull or mat finish. The other side has a bright, shiny surface normally used as printing surface.

Meredith also faced a coating problem. During the laminating process, the foil surface had to be treated to prevent chemicals in the paper from weakening the ink adhesion of the aluminum surface. Reynolds advised using a lacquered surface to reduce or eliminate smudging when the two printed pages rubbed together. But lacquered surfaces first tested softened in the ovens. "Due to our selection of inks," said Meredith, "it seemed logical to change the lacquer coating on the foil rather than the ink. We tested many samples and came up with one that withstood the heat and seemed best suited to our inks.

Flying Paster Glue Problem

"In order to use our flying pasters when changing from an expended roll to a full one, we had to make a special glue that would form a rapid bond between the foil and the paper backing. This was a major problem for the chemists.

"Lamination requires many splices. Rolls varied from three to ten splices in 10,000 yards of foil. Oven heat causes normal splices to fail. The splicing we used is a transparent tape with body and adhesive that withstand high heat. For the April ad we used a one-inch tape on both sides of a butt splice. Since then we have had many splice failures, so we are changing to a two-inch tape.

"Problems of packing, plate height, use of rubber plates, and waste disposal were solved. Another problem was curling. As soon as we had heat on the oven, the web curled to the extent that the outer edges rolled over and broke the web. Oven heat had expanded the aluminum and shrunk the paper. At normal operating temperatures, a 26-inch web will shrink about one-tenth of an inch. Aluminum foil heated alone at 300°F. will expand about one-tenth of an inch. This was a serious problem, but we solved it.

"We tried several packing materials to avoid embossing. The best answer appears to be printing with a 'kiss' impression, highly necessary on aluminum foil jobs."

Despite the fact that this was Meredith's first aluminum foil printing job, rolls were run off at 850 feet per minute (15,000 impressions per hour), almost top press speed.

Reynolds runs its own printing plant at Harrison, N. J. It began letterpress printing on foil in 1921, and in 1935 switched to high-speed rotogravure as the easiest to apply ink to foil. The company is the largest supplier of printed foil for the packaging industry. Cartons for its household aluminum wrap are printed on letterpress equipment by Robert Gair and Company.

Samoan Prince 'Antiques' 200,000 Pamphlets In Record Time With 'Fire-Eating' Method

Prince Ulualo Tavui, a Samoan fire-eater, has put his talent to work on behalf of the American printing industry.

The prince began work for the Bee Bindery, Inc., on Chicago's West Side—and thereby solved a big problem for the owner, Arthur Blitstein.

"Easy work," said Ulualo, whose name is pronounced "Oo-loo-ah-low Tah-voo-ee," with as few accents as possible.

"I just blow fire—like thees."

Then the 30-year-old prince took a swig of kerosene, fanned a torch across his mouth and blew a great gust of flame into the air.

"See?" he asked happily.

Blitstein recently got an order from the Caterpillar Tractor Company at Peoria, Illinois, for 200,000 advertising pamphlets. The order specified that the pamphlets should be "antiqued" to make them look like centuries-old folios.

Experts figured the best way was to char and scorch the booklets, but a blowtorch would take too long.

Blitstein solved the problem by borrowing Ulualo from his friend, "Honolulu Harry" Nakamura, who operates the Waikiki night club where Ulualo appears.

Ulualo went to work for Blitstein, wearing only a colorful sarong "so I got no clothes to catch fire."

Workmen stacked several hundred books in front of Ulualo, then stepped back quickly as Ulualo fanned the pamphlets with flame.

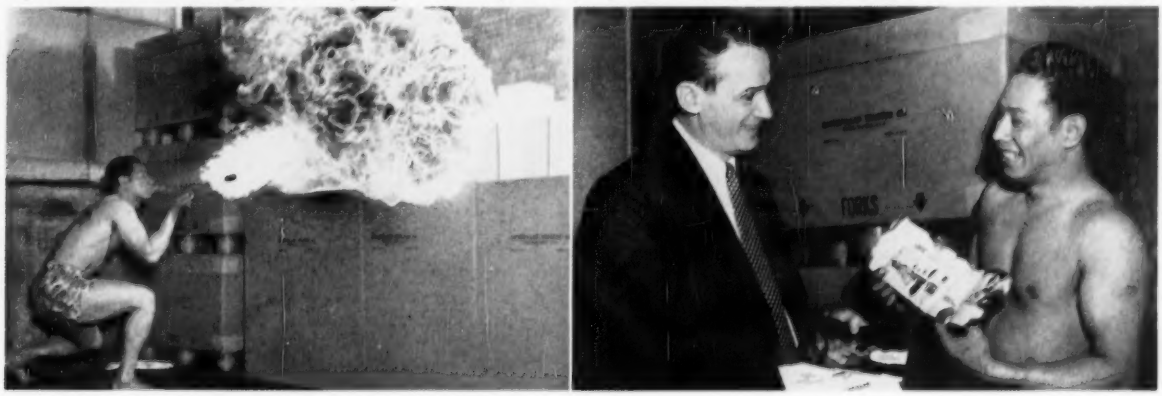
"I figure he'll get the whole job done in three days," Blitstein said. "Conventional methods would take a month."

Ulualo is the son of a village chief on Samoa. He came to the United States in 1947 after serving with 500 other islanders the U. S. Marines enlisted as jungle scouts for World War II.

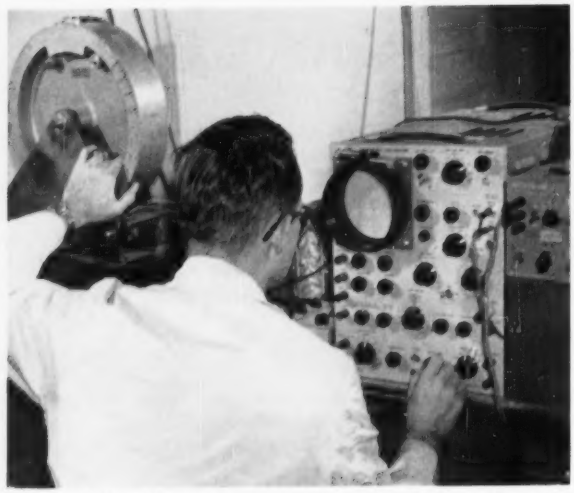
Many Samoans, he said, take up fire-eating to entertain fellow tribesmen. "Makes them like big-shoots," he said with a big grin.

Ulualo was delighted to find several Hawaiian Islanders like Helen Furukawa, 20, and Ike Kuioka, 29, among Blitstein's workers. During the lunch hour, he entertained the employees by letting Barbara Fichtenwald, Blitstein's secretary, light a cigarette from his mouth. And he demonstrated the "Samoan hotfoot"—running a flaming brand over the sole of his bare foot.

Left: Samoan Prince Ulualo, who does fire-eating stunt in Chicago night club, turns his talents on part of 200,000 pamphlets printed for Caterpillar Tractor. Right: Arthur Blitstein of Chicago's Bee Bindery congratulates the prince on fine job of "antiquing" pamphlets to make them look like centuries-old folios







The Lithographic Technical Foundation's Research Laboratory in Chicago is well equipped. More than $150,000 worth of scientific and lithographic equipment is used. Right: LTF's Pick Tester-Oscilloscope is being used in the study of the forces involved in the transfer of ink during the offset printing operation

Lithographic Research Solving Industry's Problems

- **Lithographic Technical Foundation has modern research laboratory in Chicago**
- **LTF's research activities are reported by staff at annual committee meeting**

By Frank Preucil

Research Director, Chicago Rotoprint Co.

★ Some 170 of the country's leading offset lithographic technical experts came to Chicago March 1 and 2 to hear the annual Lithographic Technical Foundation research progress report.

Coincidentally, the Conrad Hilton hotel was then "lithographic" from basement to roof, as an office management convention was featuring a complete small litho plant on the lower exhibition floor. Halftone negatives of Polaroid convention shots were made on a small gallery camera with contact screen, presensitized press plates made, and four editions run off daily. Justowriter copy was also being set, and xerographic press plates made in other booths.

Seemingly trying to get as far away as possible from the distraction of routine lithographic production, the research committee assembled just under the roof in the tower section of the hotel.

Z. W. Adams Committee Chairman

Z. Wayne Adams, chairman of the research committee and vice-president of Magill-Weinsheimer Co., Chicago, opened the sessions and introduced Michael H. Bruno, research manager. Mr. Bruno briefly reviewed the research reported on a year ago. The previous work included development of the first press inkometer, the LTF pick tester, the paper hygroscope alignment chart, an electrostatically-controlled spray dampener, the contact exposure lamp, photovignettes, Post Nital solution, and a device for measuring plate grain. An equally imposing volume of research was accomplished during the past year; two full days were required for summarization and discussion.

The first half-day session was devoted to phases of platemaking and opened with Joanne Lindgren's report of studies of diazo and casein coatings.

Thin-gauge aluminum plates were coated with commercially available diazo materials and then put into storage at room temperature.

After three months, the low-temperature stored plates still developed satisfactory images. Surface condition of the aluminum just prior to the coating seemed to be a most important factor in shelf life stability, and many different treatments were tried to improve it.

Diazo images have proved resistant to blinding and scumming on the press, but have so far been vulnerable to abrasion, such as the wear of improperly set rollers or excess blanket pressure. Efforts are being made to increase image durability for longer runs by the use of other diazo compounds and thicker layers.

Fifteen samples of casein and casein derivatives such as ammonium caseinate were light sensitized with a wide range of bichromate ratios in this study. Although a 3-to-1 albumin-to-bichromate ratio had previously been established for optimum albumin coatings, casein was found to work better with less bichromate, and the new ratio of 10-to-1 was recommended. This gives greater ease of development and less dark reaction.

Development With Sawdust Slurry

Development with a sawdust slurry was found to be more reproducible than customary rubbing with cotton. Pre-cronaking casein plates was found to give a very strong image. This was proved by the increased difficulty of image removal before regraining, even with sodium hydroxide.

The continuing search for a satisfactory substitute for gum arabic was reported by Mr. Bruno. It's an odd fact that such an important ingredient in lithographic processing is available only from such a small area of the world, the Sudan in North Africa. It is, therefore, likely to be completely shut off in time of war.

Gum arabic has three important uses in lithography: as an etch desensitizer, a protective coating, and the light sensitizable colloid of deep-etch coatings.

Cellulose gum was the first important substitute to attain considerable usage in the industry, but despite its excellent desensitizing properities with zinc, it was not as good with aluminum and was not useful with bichromates as a plate coating. Because of its low solids content in working solutions, it did not prove to be as good as gum arabic when used as a protective coating.

Substitutes for Gum Arabic

The past year's research has uncovered quite a new array of gum replacements such as rice starch, gluten, and even wallpaper paste. These have desensitized well when mixed with tannic and phosphoric acids and chrome alum, but as protective coatings they have a somewhat grainy surface. Solvatose, polysacharides, guar gum, alginates, gluconic acid, dextrinized starch, PVP, and sodium starch glycolate are also being evaluated.

James K. Martin presented an account of steps leading to the discovery of a satisfactory method for chemically depositing copper on zinc. The successful formula for copper on aluminum had proved too active, giving black non-adherent deposits on zinc. In coppering steel rollers with this same formula, it was observed that at low humidities the solution was not active enough and could be made to work by sprinkling water on the rollers.

Reconsideration of the over-active zinc problem led to trying desiccants in the formula, and calcium sulphate was found to make it work very well on zinc. Alcohol soluble liquid desiccants will be sought to eliminate the residue and filtration problem of calcium sulphate.

Improved Etch Solution

Important research with bimetal plates, which involved studying the considerable change in dot sizes which can occur under certain exposure-etch conditions, has resulted in perfection of a much improved PDI bufferred ferric nitrate etch solution. This holds copper dot sizes much closer to original dot size of the negative before etching.

Sodium bichromate has been found to be a good corrosion inhibitor in graining operations, but because of the possibility of dermatitis with its use, the search has continued for other materials.

Twenty different additives were tried. Good results were obtained with dilute sulphuric acid only when certain steel marbles were used. This favorable condition was then also obtained with glass marbles when ferric sulphate was used. It is believed that a complex calcium-iron-zinc compound is formed on the plate surface during graining.

Six redesigned Sheffield Precisionaire instruments for measure of plate grain will be plant-tested this year.

The afternoon session was opened by Bruce Tory, head of the School of Printing, Sydney, Australia, and now a Fulbright scholar carrying on color reproduction studies at LTF. He briefly reviewed the early history and progress of correction methods and outlined the plan of investigation which will include an evaluation of current masking methods.

The first step has been the preparation of a reflection test copy, which includes solid ink color patches, grey scales and color tone scales, and a water color original with considerable detail and color contrasts.

The copy was color separated and corrected with magenta camera masks, single positive masks, and double overlay masks. All three methods gave worthwhile color correction, but it was realized that evaluation can be made intelligently only when complete knowledge is gained of exactly what corrections are needed for the differences in ink transfer of single-color, two-color, and four-color presses. Potential benefit from using more than one correction in a single mask by means of double or multiple exposures is being studied.

When properly masked, separation negatives and masks should not be hand retouched, so it is practical to use smaller size plates for economy. Double size enlargements to the halftone positives have been found to give satisfactory sharpness and detail.

George W. Jorgensen described the newly improved press inkometer which is being used to measure the changing ink tack conditions which reflect variations in ink-water balance.

The press inkometer uses a microammeter to continuously show the changing stresses on a very delicate strain gauge. The effects of press vibration are minimized by means of a dash pot mechanism.

It was found that more water is transferred to the ink rollers from the image areas of the press plate than from the non-printing areas. This is due to water droplets which likewise transfer on top of the blanket ink image to form a blocking layer which prevents ink from reaching the paper smoothly. It was suggested that forms be laid out to stagger solid areas across the plate to help this condition.

New Dampening Roller Surfaces

Mr. Bruno reported progress with new types of dampening roller surfaces. Previous paper dampeners created linting problems and their water transfer efficiency was lowered by the unevenness of the underlying molleton layer.

The present practice is to use rubber rollers as a base and apply the paper which is adhesively backed, in a spirally-wound layer. A parchment type paper has also been used for dampening presensitized and smooth plates which require considerably less water.

Charles H. Borchers reported on the new type of control applied to the spray dampener previously experimented with. The first model used electrostatic control to vary the amount of moisture reaching the plate, but the a.c. voltages to 12,000 and d.c. voltages to 250 proved inadequate. Higher d.c. voltages will soon be tried with the dielectric equipment recently given to the laboratory by the Western Printing & Lithographing Co.

The new approach to spray control of dampening has involved compressed air and the vacuum it generates passing through a restricted orifice.

Methods to Measure Graininess

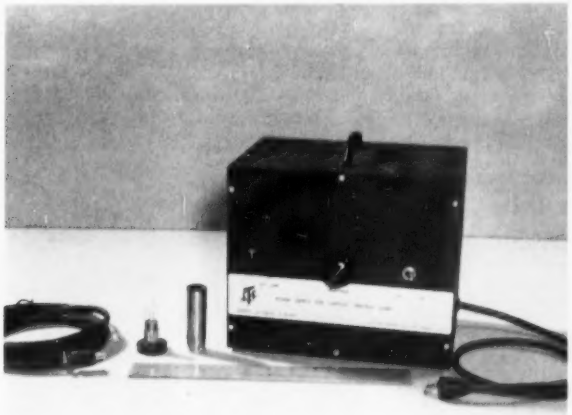
The recent studies of reproduction quality by Mr. Jorgensen have included perfection of methods of measurement and interpreting graininess. For these measurements, the recording densitometer aperture was set at .005-inch to smooth out fine surface defects within dots. The over-all graininess pattern is calculated by a system of averaging differences between adjacent dots.

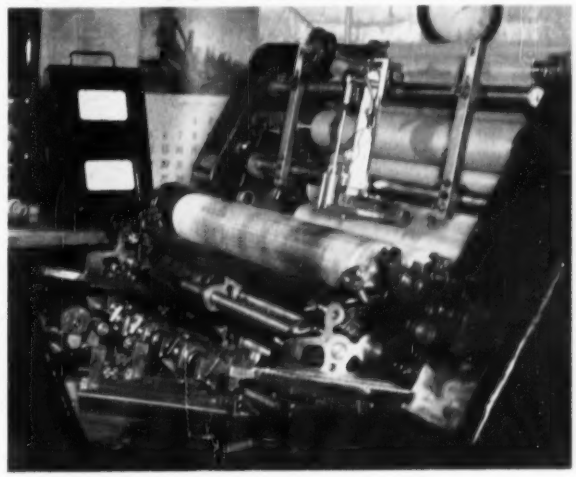
The calculation system results have agreed well with a visually graded series of press sheets, and an electronic system of data reduction is being sought to speed interpretation of grain measurements.

The second morning's session opened with Mr. Bruno's outline of the scope of investigation within the Army and Air Force contracts. These included evaluation of commercially available presensitized plates, rewriting a training manual, replacement of albumin with casein, corrosion inhibitors in graining, improvements in dampening, and the tone and detail of halftone reproductions of Air Force photos.

A typical Air Force print was copied with four different halftone methods and the resulting negatives printed on a single press plate. The ink press proofs showed that the glass 150-line screen gave the poorest resolution with flattened highlights and middle tones. Autoscreen film gave the best image resolution of fine detail, with good highlights but poorest shadow tones. Results with a Magenta Contact Screen and the normal procedure of a white light exposure and a yellow light flash gave fairly good results, but best over-all tone reproduction was

Left: Contact printing lamp is a Lithographic Technical Foundation development. Right: Experimental model of Press Inkometer which measures ink tack. Inkometer uses a microammeter to continuously show the changing stresses on a very delicate strain gauge. Dash pot mechanism minimizes press vibration





judged as being given by adding a highlight exposure to the Magenta Contact Screen exposure.

Mr. Robert F. Reed, the offset lithographic industry's leading authority on paper and ink problems, and the developer of the original Bench Inkometer, reviewed trends and changes in these fields. His tabulations of paper and ink troubles showed that 44 per cent of the inquiries to the LTF laboratory in 1954 were about picking conditions, compared to only 25 per cent in 1953. Printers are apparently becoming more quality conscious and printing conditions are perhaps more severe with the use of more and more multicolor presses.

Last year five paper mills submitted 41 different samples to the laboratory for evaluation of all qualities important to lithographic use. Such cooperative efforts should be of great value in minimizing future press run troubles.

Since the Inkometer's introduction in 1939, about 200 have been installed in ink company laboratories and in some of the larger printing plants. They have proved to be a valuable tool within individual plants, but the numerical readings have not been identical on different instruments. The influence of room temperature and bearing friction was first studied, and then the roller composition was suspected as the cause of variations in the results obtained.

Tests are now being carried out in a series of plants, using not only identical ink samples but the same test roller. It is believed that not only is the ink vehicle absorbed by some rollers but roller plasticizer transfers to the ink.

Ink Transfer Study Started

A fundamental study of ink transfer has been begun by Mr. Borchers. This includes the conditions and forces operating when coating picks, the body stock ruptures and when the ink film simply splits normally.

The paper and ink samples are tested in a modified LTF Pick Tester to which has been added a delicate strain guage. The forces operating during ink transfer create an oscilloscope trace on a cathode ray tube which is photographed with a Polaroid camera.

Vehicle absorption by the paper seems to be an important factor in changing ink tack even when impression times have been checked to be as short as 1/1,000 of a second. All common types of offset inks will be studied.

Background tinting still remains as one of the producion press problems for which research has not yet completely found the answer. Samples of paper sent in by various printers when this trouble occurred were tested in the laboratory. An attempt to correlate the lowering of surface tension of the water extract from these papers with the tinting effect was unsucessful.

Addition of several common wetting agents to the fountain solution did not produce tinting with normal papers. Further studies will be conducted with a different class of surface active agents.

The past year's improvement to the LTF Pick Tester has been the use of a circular instead of rectangular blanket. This decrease of impression area has improved the distinction of small differences of scale readings below ink tack 4. This increases its value with weak papers such as those commonly used in letterpress printing.

While scientific research is the prime function of the laboratory, many other supporting activities must be also carried on. Jack White reviewed these other activities for the committee.

Personnel additions during the year included Ed Brody, physicist; Charles Borcher, chemical engineer, and Bruce Tory, Fulbright scholar.

A reappraisal of the laboratory equipment showed a new replacement value of $153,000, a growth of $67,000 in four years. Library activity has so increased that more than 25,000 references have been catalogued and a punch card system installed to facilitate their use.

More than 700 plant inquiries were answered in 1954, giving the research staff a valuable contact with day-to-day problems of industry, and indicating in what areas future research might best be concentrated.

Of considerable value to the industry have been the technical forums conducted in different cities each year. Last year's forums were held in Toronto, Nashville, and the outstanding color TV demonstrations were in Chicago. Attendance at and participation by staff members in meetings of thirty other organizations during the year also added to the prestige of LTF.

Next year's research program will include most of the basic studies already under way with the addition of a search for better means of preserving press plates in storage, easier removal of lacquered deep-etch images before regraining, and the acquisition of a multi-unit press.

Lithographic Technical Foundation Holds Annual Educational and Research Meetings

Annual meetings of the Lithographic Technical Foundation were held in Chicago Feb. 28-March 3. The educational committee meeting on Feb. 28 was attended by 65. Harry Porter, Harris-Seybold Co., Cleveland, was chairman in the absence of Ralph D. Cole, president of the Consolidated Lithographing Corp., Carle Place, L. I. The 1954 educational and publication programs were reviewed as well as the projected program for 1955. The priorities committee recommended order of priority for texts, training materials and audio visuals.



J. L. Landenberger
LTF President

The Research committee meeting was held March 1-2 and was attended by 170. Z. Wayne Adams, executive vice-president of Magill-Weinsheimer Co., Chicago, now in charge of the company's Color Marketing Division in Cleveland, is chairman of the research committee. (For a complete, detailed report of the research committee meeting, see pages 50, 51 and 52.)

The annual members' and directors' meetings were held March 3. The following new directors were elected for four-year terms to fill vacancies: Andrew Donaldson, Jr., Strobridge Litho Co., Cincinnati; Theodore A. Greifzu, Graphic Arts, Inc., Philadelphia; J. Hanes Lassiter, Lassiter Corp., Charlotte, N. C.; Frank I. Paganini, Security Litho Co., San Francisco; John F. Perrin, U. S. Printing & Litho Co., Mineola, Long Island; I. S. Preston, Bureau of Engraving, Inc., Minneapolis. Ronald I. Drake, Champion Paper & Fibre Co., Hamilton, O., and Ren Perry, Harris-Seybold Co., Cleveland, were elected to fill unexpired terms of Hugo H. Hanson and H. A. Porter, who had resigned.

The following officers continue for 1955: J. L. Landenberger, president; John F. Perrin, vice-president; W. F. Cornell, treasurer; B. S. Rosenstadt, the secretary.

The president appointed the following chairmen of steering committees for 1955: Z. Wayne Adams, research committee; Ralph D. Cole, educational committee; W. M. Garrigus, public relations, publicity and promotion and membership activities; William H. Glover, Jr., marketing committee.

A highlight of the closing session was a tribute to Ernest E. Jones, Graphic Arts Corporation of Ohio, by Louis Landenberger, Ketterlinus Lithographing Co., LTF president. Mr. Jones has long been active on the research committee.



Michael H. Bruno
Research Manager



W. E. Griswold
Executive Director



Ralph D. Cole
Educational Chairman



Charles Shapiro
Educational Manager

OFFSET

By Charles F. King

Platemaker Not Always Responsible for Troubles

- Many rituals followed in offset platemaking sometimes seem ridiculous
- Good platemaker should not take blame for things not thought his fault
- With know-how, good precautions, platemaking can be trouble-free

Many of the rituals followed in offset platemaking sometimes seem just as ridiculous as some of our everyday superstitions. The platemaker performs extra steps, puts forth more effort, and uses additional materials that may have no effect on the quality or life of the finished plate.

Often, it seems that the only possible benefit from this extra work may be a psychological one: the platemaker feels the extra steps are necessary to produce a "good" plate.

Sometimes, for example, the platemaker performs certain extra steps to protect the plate from abuse on the press. And he may insist on these extra steps even when nothing he can do will affect plate life.

One of the best examples of this occurred in a Midwest plant a few years ago. The pressroom found that a deep-etch aluminum plate that should have lasted for several hundred thousand impressions was completely worn out after a run of less than 80,000. An Aller plate that should have lasted well over a million impressions was no good after 200,000. Although the platemaker could easily have been handed the blame, the actual culprit was found to be a coating condition in the stock. It was obvious that no treatment the platemaker could have devised would have extended the plate life appreciably.

In another case, a platemaker complained that he was having trouble with scum all over the plate. He wondered if he was using the right etch for aluminum. When asked why he was using an etch, he explained, "Any fool knows that you have to etch a plate after you use a stencil remover." When asked why he used a stencil remover, he replied, "There is too much stencil left even when you use these special nylon brushes, and the plate will scum." He was then asked why he did not use a cheap vegetable-fiber brush. At that he threw up his hands and said "These must be better or they would not sell them for this purpose."

After making five or six plates without an etch and using the cheap brush, he suddenly informed his employer that he was going back to the old method. One plate had scummed. An examination of the sheet showed that the scum was caused entirely by a press condition, but the platemaker felt uncomfortable with the new method. He had lost confidence because there are so many conflicting opinions concerning plates.

If I were a platemaker, I would want to be confident that I was producing good plates, and not taking the blame for things which were not my fault. If a plate would produce 5,000 copies with no trouble, I would assume that the plate was good. Anything which might happen thereafter would have to be the fault of the press, pressman, or materials used on the press.

Of course, there is a predictable life expectancy for a plate. Each different type of plate—paper, zinc, aluminum, deep-etch, albumin, or multimetal—can be expected to have a different life span. However, in most instances, press conditions, ink, fountain water, rollers, and the pressman's skill have a greater effect on plate life than any slight alteration in either platemaking materials or techniques. That is, of course, provided the plate will successfully pass the 5,000-sheet test.

It would be almost impossible to discuss all of the factors in the operation of a press which can shorten plate life. However, if records are kept on plate life according to the type of job, colors, and presses on which they are run, an analysis often will show some startling effects due to differences in equipment, pressmen, paper, and ink.

Many years ago a rather large shop instituted a system whereby a new plate could not be made without a new order from the order department. Before the new plate could be made, the approval of the foremen and the superintendent was required. This plate then was charged to the "Spoiled Work Account," with a notation telling why a new plate was required.

This system had a number of advantages. In the first place, no more than the estimated number of plates ever was charged to a job. If a plate was made and the tones were not correct and another plate had to be made, and if the tones printed from the plate were duplicates of the ones on the positive or negative, the spoiled work was charged against the department which supplied the transparencies. If the plate could not be started without trouble such as scum or blindness, the plate department was charged with the spoiled work. Likewise, a plate which started well, but did not last the estimated length of run, became the responsibility of the pressroom.

It is amazing how well a system such as this can be made to work. It is even more amazing how few plates will go bad. In using this system for one year, a plant with ten cylinders had only one plate charged to the Spoiled Work Account.

Other variations of this system—such as the pressroom charging back idle time due to a bad plate, or the plate department charging the pressroom for the new plate—have worked out almost as well.

This has proved that with existing knowledge and proper precautions on the part of all concerned, lithographic platemaking can be made practically trouble-free. Consistent results can be obtained without resorting to new and complicated techniques.

Calvert Litho President Resigns; Chas. F. King Takes Over Job

Charles F. King, Offset Department editor for THE INLAND PRINTER, has taken over the duties of Robert A. Ritter, president of Calvert Lithographing Co., Detroit. Mr. King was appointed executive vice-president of Calvert in January.

Mr. Ritter, who resigned Mar. 15, had joined Calvert as president in December, 1950, when the company was bought by a Chicago investment banking group headed by William H. Sills, who is chairman of the Calvert board. Mr. Ritter, who has been active in printing and lithography for over 20 years, said that he will continue his interest in those fields, although his plans were not announced.

The resignation and change in assignments were announced early in March by Mr. Sills.

THE PROOFROOM

PROOFROOM PROBLEMS AND METHODS

BY H. D. BUMP

THIS DEPARTMENT WELCOMES PROOFROOM QUERIES AND COMMENT

Proofroom Missed by Readers But It's Back Again Now

Q.—What has happened to "Proofroom"? Maybe we overlooked a reference to the reason for its non-appearance, but we continue to look for it each month. We miss it very much, for we found it to be informative and helpful, as well as delightful to read.

A.—The editor of the Proofroom department has been under the weather. It was bad weather, during which it didn't seem to matter whether commas fell into their proper places or not. Every editor and proofreader knows what it is like to have days like that. It's an occupational hazard.

Intellectual Stuff

Q.—Is this sentence correct: "Oswald Spengler in *The Decline of the West* points out that as culture rises, the level of waking-consciousness, the awareness of reality and intensity of thought, rises with it." I am wondering about that second *rises*.

A.—We are wondering about the whole darned thing. After sober reflection, we say that the sentence is correct. "The awareness of reality and intensity of thought" is descriptive of "waking-consciousness," which is what rises along with culture. Our cultural level may have risen with this question, but not our waking-consciousness, which is rather sluggish.

To Hold or Not to Hold

Q.—What is the general practice in proofrooms (where the better grade of work is required) as to copyholders? I have been informed that not infrequently the reader holds copy and proofreads. Is this practice gaining acceptance?

One man stoutly maintained he could do just as good work, if not better, alone than he could with a copyholder. What is your opinion?

I don't consider this important enough to put into your column, and I'm therefore enclosing a self-addressed envelope for a reply, for which I will be grateful.

A.—We consider this matter important enough for our column. Here goes:

We are twenty years away from being eligible for an old age pension—just a nipper not old enough to consider that the old days were the best days—not sophisticated enough to be soured. But we have observed that quality in the field of proofreading is being cut down. We have some contact with a mechanically progressive publications plant in Kansas which employs *no* professional proofreader whatsoever. The girls in the front office "read" between other chores.

The practice of doing without the copyholder is gaining ground but at the expense of good proofreading. If you know one man who works best alone, he is a rarity. His mother should have had more children.

A Cry for Help

Q.—The newspaper where I am employed uses the term "hoss rack" when they save ads for reprints.

I wonder if you have any information regarding the derivation of the term.

A.—A hoss rack is one thing we never ran across in a plant, but we will bet that some of our readers can tell you and us all about the matter.

They're Smarter Than You Think

Q.—A copywriter friend of mine would like to know of a mark to use on manuscripts to warn compositors and proofreaders that "this copy may seem wrong or silly but it is the way we want it and please don't change it." I don't know what kind of printers he deals with. In our shop, copy marked "fol." means to follow everything except punctuation and caps. And copy marked "fol. lit." means to follow everything, clear out that proverbial window.

I say if the ad agency man wants copy followed literally he ought to get it, and if he makes changes, he pays for them.

If he doesn't want the printer to outspell him, he should be willing to say so and pay so.

A.—If you were asking us a question, you answered it yourself. We have had no difficulty in our method of writing "follow copy" alongside stranger-than-usual copy. Compositors and proofreaders usually have an above-average amount of intelligence. If your friend has his stuff printed by dopes, he can do something about that, too.

Salute From the Navy

Q.—At the Navy where the writer works, we read THE INLAND PRINTER. I enjoy "The Proofroom" department especially—and wonder why it has not been reprinted in large measure by *Reader's Digest*. It ought to go over big.

A.—*Reader's Digest* has a bad habit of overlooking trade magazines when seeking fertile fields in which to plant articles for reprinting. Besides, we ain't cultural and uplifting enough.

"Comprehensive" Book Wanted

Q.—There undoubtedly is a very comprehensive book on proofreading that would be valuable to one who is learning the business. Would you please be so kind as to inform me where such a volume can be obtained, and the price?

A.—We have found no way to cut our reference library down to one comprehensive volume. Such a book would be costlier than rubies, and more valuable. We recommend the books of our predecessor, E. N. Teall, as being particularly helpful in acquiring the philosophy for proofreaders. If you can't find them, age and experience and many mistakes will do the trick.

Tongue in Cheek

Q.—"Proofroom" seems to have its tongue in cheek all the time, yet you seem to give the right answers.

A.—We give you the very best answers we have. The subject of proofreading is as mobile as water. There is no ultimate authority—not always, only one correct answer. We try to move with the times, without disturbing the tongue in cheek too much.

Loser to Buy Small Beer

Q.—Would you referee a heated argument for us? This chunk of sentence is that from which we started: ". . . people's desire for more interpretive matter on the fights they watch." That "interpretive" can't be right, can it? My opponent points to "preventive" to try to prove his point.

A.—"Interpretative" is better form. And there are better things to fight for or against in this wild and woolly world.

From Ex-Friend in California

Q.—. . . and, by the way, what's happened to "Proofroom"? That was always my first reading of THE INLAND PRINTER—best in the good old days with Teall leaning on the marble.

A.—Teall leaning on the marble in the good old days was best. But this is a softer age. And we lean at a more relaxed angle. Seriously, the mold of Teall father & son must have been broken. This "expert" admits that their footsteps were too giant to follow. We do the best we can.

THE GRAPHIC ARTS IN WASHINGTON

Compiled and Edited by L. H. (Hal) Allen, Eastern Editor, *The Inland Printer*

FTC Rules Advertising Specialty Restrains Competition

The Federal Trade Commission ruled last month that Advertising Specialty National Association, Inc., and certain of its manufacturer and jobber members conspired unlawfully to restrain competition in the marketing of advertising specialty products.

The complaint charged that the association, its officers, and members, had entered into a planned course of action to require jobbers to sell at resale prices set by manufacturers. The complaint also charged conspiracy to eliminate competition from nonmember jobbers.

According to the FTC, one defense argument was that the Robinson-Patman Act required advertising specialty manufacturers to set and maintain prices. "This does not justify the jobbers' concerted action to eliminate price cutting," said Chairman Edward F. Howrey. "A mistaken belief that an action is proper does not justify it. Participation by jobbers in an agreement to suppress price competition among themselves is an unreasonable restraint of trade, even though the parties may have believed their actions were legal."

Another defense argument was that Fair Trade acts permit resale price maintenance. The FTC noted that the McGuire Act exempts certain agreements but does not permit agreements between competitors selling on the same competitive level.

The Commission found no proof of an agreement to boycott nonmember jobbers. The record showed that the manufacturers sold freely to nonmember jobbers. The opinion agreed with the hearing examiner's dismissal of other charges.

Crown Zellerbach Price Case Charges Withdrawn by FTC

Price discrimination charges brought in 1946 against Crown Zellerbach Paper Corp. have finally been withdrawn by the Federal Trade Commission. The charges had been dismissed in 1953, but the examiner then had left the way open to revive them on a new basis. Crown Zellerbach appealed the 1953 ruling, asking that it be made final.

The FTC originally charged that the Zellerbach group sought and received price advantages on paper bought from other companies. Under the Clayton Act, discounts to one buyer and not others can be justified only by cost differences that result from differing methods or quantities by which goods are sold or delivered.

The FTC examiner ruled two years ago that the government had failed to prove that Crown Zellerbach knew its price advantages could not be justified by the sellers' lower costs. This decision was based on a Supreme Court ruling, in a similar case, that the FTC must prove that price discriminations are not justified as required by law. Final dismissal of charges against Crown Zellerbach was based on the same decision.

Three Senate Bills of Interest To Printers Before S.B. Committee

The Senate Small Business Committee on March 21 heard Small Business Administrator Wendell Barnes discuss three bills which should interest many printers. Introduced by committee chairman John Sparkman of Alabama, S. 381, 382 and 383 aim at strengthening and maintaining small business as a vital force in the nation's economy.

S. 382 measure would extend the life of the Small Business Administration until June 30, 1957, two years beyond its scheduled expiration date, and amend the SBA Act to abolish the Loan Policy Board which, according to the Senator, makes SBA not in fact an independent agency.

The bill would require uniform interest rates on loans made to small business by the agency, and would increase the limitation on loans from $150,000 to $500,000.

Two other Sparkman measures would establish new systems for financing small business.

S. 383 would provide short or intermediate term loans for small firms. Maximum terms would be five years. A premium of one and a half per cent would provide for loan insurance up to $250,000 for a single borrower, and for making the program fully self-supporting.

Long-term credit for small businesses is the aim of S. 381. It calls for setting up national investment companies under government supervision, with initial investment by the government in the stock of the companies. Eventually, all of the stock would be privately owned. Senator Sparkman is continuing his efforts to obtain better tax treatment for small business generally.

National Association of Independent Business has recommended that the SBA should be retained as a separate and independent agency, with increased powers, rather than as a sub-agency of the Department of Commerce.

The association also favors legislation providing more equitable credit opportunities and a more beneficial tax structure for small business.

Addressing an NAIB session in New York City, Senator Sparkman's executive assistant John Horne said that a permanent Senate committee is necessary to help small business adjust itself year by year to the nation's increasingly complex industrial pattern.

GPO Honors Safe Drivers

Public Printer Raymond Blattenberger recently presented 43 Government Printing Office drivers with badges and cards honoring them for their safe driving records. Eleven five-year badge winners have had no accidents since the GPO began participating in the National Safety Council's safe driving program. The awards are offered only to full-time drivers. The GPO has reduced its accident frequency rates and preventable accidents more than 50 per cent since inaugurating a formal safety program.

Public Printer Raymond Blattenberger (center) was made an honorary member of the Washington Club of Printing House Craftsmen at the club's February meeting. Guests included Harry Seeburger (left), Philadelphia club president, and George Wise, Cleveland, the International second vice-president



Basic Design for Today

VIII—Reply Cards—Reverse

By G. H. Petty

★ Most return cards are considered last—and least—when a selling campaign is prepared. They are forgotten until the last minute when orders are rushed to the printer: "Get me out a return postcard—quick!" The result is inevitable—something thrown together.

Yet these cards are a vital part of the selling message, the "clincher" to the sales story, as necessary and important as the mailing envelope or any other unit. They merit just as much attention.

Return cards are handy, a short cut to save the work of writing a letter of inquiry. They also save the price of a stamp, an investment the advertiser is willing to make for sake of a return.

Special Artwork Not Needed

Attention doesn't always mean special artwork, expensive plates, multicolor printing or prolonged planning. It means, more often, the same care, the same good taste, the same simplicity, the same typographic excellence that are given the balance of the mailing.

And in no place in the field of typography is the designer's primary rule—"Type is made to be read"—more necessary than on the portion of the business reply card that is to be filled out by the recipient.

There can be nothing to clutter up the design—nothing to confuse the person or detract him from the matter at hand. It is a straight, utilitarian product.

Yet it should have in some measure the spirit of the campaign, a feeling representative of the value of the offer (what will be received when the card is filled out), and the reputation of the advertiser or his product. And at the same time, the card's design should give the person an *urge* to fill out the blanks.

A return business card is, in a manner of speaking, a glorified coupon. It serves the same purpose, but because of the way in which it is used it is of greater potential value. It is an entity—not a small, smudged corner of a larger unit.

The format should be tied in with the balance of the campaign, made to look as if it were a part of it. The same type faces should be used, the same general style. These are admonitions; you must reach into your years of experience and wealth of know-how to produce the balance.

Only one more rule: as much space as possible should be provided for the writing. Most people write large, especially when they write hurriedly.

Readable, Clean, Easily Understood

Example A is the most used form for return cards. It *is* readable, clean, and easily understood. There is nothing that will mislead a person. Sufficient space is provided for writing in the wanted information. But there is little about it to excite a person's fancy, nothing to urge him to fill it out.

Example B is an attempt to break away from the ordinary—to carry on the interest that has been roused by the rest of the mailing. Emphasis placed on the key units carries on that interest. The right-hand alignment of the words in the three lower lines gives the entire design a touch of the present trend.

Example C uses a strong vertical rule in color to attract attention. The word "Yes" in large letters links the card to the mailing.

Example D calls for the use of a rubber plate tint block. The non-alignment of the various units adds interest and lifts the design above the ordinary.

Example E is a "modern" design with the various elements seemingly thrown on the sheet and held together by rules printed in color. The removal of the lines on which to write offers a different touch and provides an extra amount of space on which to write.

Boxes for Written Information

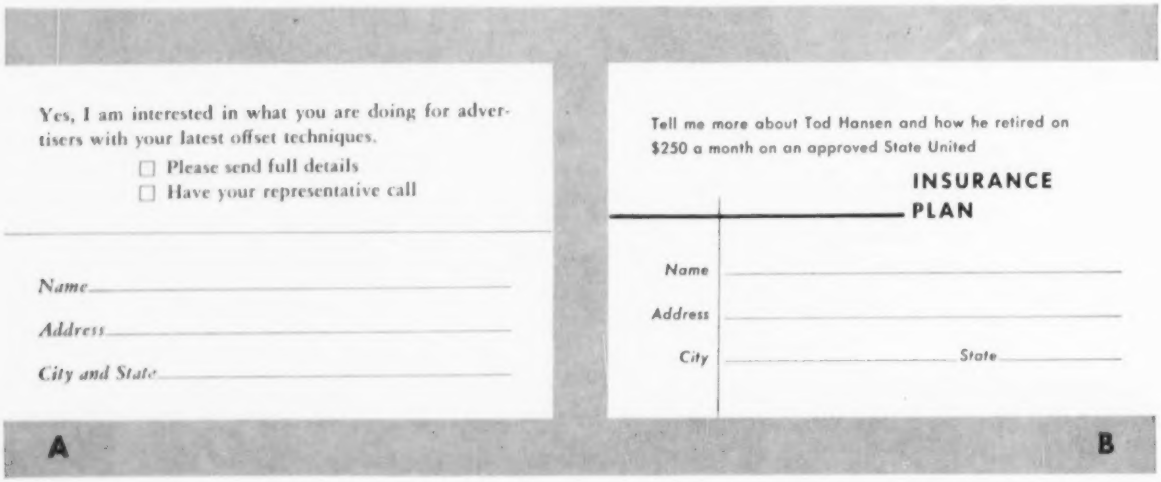
Example F is obviously a form that fits into a general mailing. The boxes provided for the written information leave no doubt as to their intent.

Example G employs a modern arrow to draw attention to the commodity or service offered. The balance of the design follows more or less the pattern of the others.

Example H is of an ecclesiastical nature, designed to accompany a check sent as the result of an appeal. The cross is a special character from the Corvinus series.

Example I is another arrangement of Examples E and F. The rules in color tie the unit together.

Example J is a design to go with something bookish or feminine. The color rule provides an edge that draws a person's eye, separates it from the balance of those in the mailing and gives it an added touch that is needed.



YES I am interested in how I may increase my earnings by working part time. Please send information.

NAME

ADDRESS

CITY STATE

C

Yes **I am interested in how I may shorten my work hours** and increase my salary. Please send me your plan.

NAME

ADDRESS

CITY STATE

D

Gentlemen:

Please send me information on

Walton's Plain TAR OILS

Name

Company

Street

City *Zone* *State*

E

Gentlemen:
Send folder on PEAR'S SOAPS

NAME

STREET

CITY

STATE

F



My suggestion on "Old Home Week" is attached to this card. I will be present on the day of dedication.

Name

Street

City

State

G

JUNE 5, 1955

Brush Sunday

MY CONTRIBUTION

Name

Address

City *State*

H

Gentlemen:

Please send information on KING'S SAVINGS PLAN

Name

Company

Street

I

Yes I would like to know more about how I may improve my complexion and health by using

RITA'S FACE SOAP

NAME

ADDRESS

CITY

J

BY GEORGE M. HALPERN

QUESTIONS WILL ALSO BE ANSWERED BY MAIL IF ACCOMPANIED BY A STAMPED ENVELOPE. ANSWERS WILL BE KEPT CONFIDENTIAL UPON REQUEST.

Standard Symbols Required for Marked-Out Sheet

- Prepress operations necessarily utilize marked-out sheet of form impression
- Here are the symbols and steps to follow in preparing marked-out sheets
- Most jobs need underlaying, interlaying or overlaying in makeready

Last month, we discussed underlaying, interlaying, and overlaying as they affect the makeready process in letterpress work. On most jobs, one or more of these prepress procedures is necessary. However, before they can be performed efficiently, two things are essential: a standard procedure for the work, and standard interpretation of makeready directions.

For most effective results, the underlaying, interlaying, and overlaying processes utilize the "marked-out sheet." This is made by pulling an impression on supercalendered stock and marking out areas that require some special makeready treatment.

Result Is Sharper Impression

In some instances, the treatment may include adding various thicknesses of tissue. In others, it may mean the elimination of parts of the packing or even of the marked-out sheet. In any event, the marked-out sheet aids in bringing the form closer to impression uniformity than either the flat underlay or flat interlay process. Marking out and correcting specific areas will always result in a sharper, cleaner impression.

In order to obtain standard interpretation of marked-out sheets, which is especially necessary in correlating the work of pressmen on different shifts, a set of symbols has been developed. These symbols are merely an organized means to a successful end. Pressmen working with the standard symbols find their patch-up work and other makeready procedures greatly simplified.

Guesswork about the meanings of vague markings placed on the sheets by individual pressmen can be eliminated. The standard symbols can reduce trial-and-error work to nothing.

Follow These Standard Steps

Preparation of a marked-out sheet should follow these standard steps:

1. Secure a position OK from the stonehand or pressroom foreman. If a marked-out sheet is to be used for underlay or interlay, a second position OK will have to be secured before overlay makeready is attempted. This is a precautionary move to guard against a change in position of the form.

2. Place a minimum amount of ink across the rollers. Distribute the ink, and pull an impression to make sure that no part of the form has been flooded. Too much ink will make it impossible to notice weak areas. (It is much easier to add ink to the rollers than to remove it if too much is applied at first.)

3. Place a supercalendered sheet, cut to size, *over* a sheet of the stock to be run. This accomplishes two things: first, the impression shown on the back of the super is the true impression of the form, because it has been pulled on the stock to be run; second, if the pressman sees that a super will have to be dropped from within the packing, no variation in packing thickness will occur after the super has been eliminated. The marked-out super will replace the one dropped from the packing. The only thing added will be the tissues pasted to the marked-out sheet and any hand-cut or mechanical overlays.

4. Start the press. When running speed is attained, pull an impression on the super. Stop the press at the end of the printing cycle, just before the sheet has been released by the grippers.

5. Stab the super, making sure the stab marks penetrate the packing. Use either corner stab marks or pin-hole stab marks. Patented tools are available for this job. Make the stab marks as close to the vertical center of the sheet as possible. Stab as many sections as you think necessary to hang the finished spot-sheet accurately.

6. Cut the stabbed sections apart, being careful to retain the stab marks. Cut ¼-inch off the head of each section so it can be placed under the packing easily.

7. Interpret the degree of impression, and mark out the form accordingly.

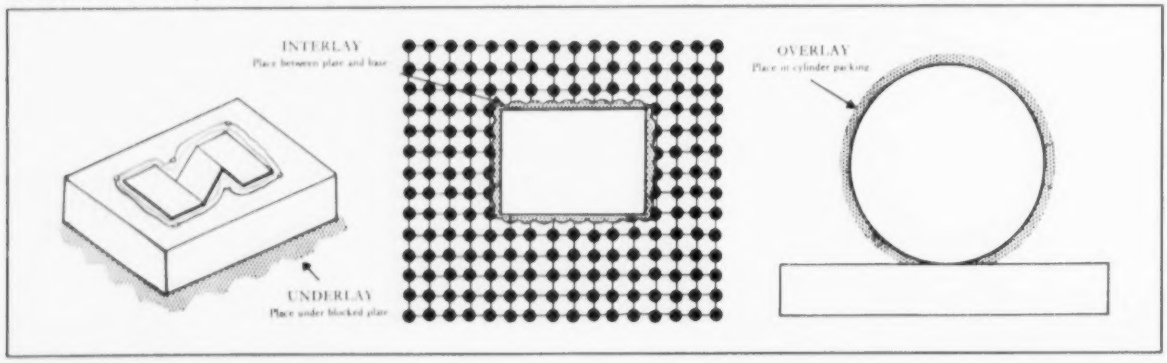
Cut It Out of Packing Supers

Areas that appear extremely heavy or punch through the sheet may be cut completely out of the spot sheet. However, a wiser policy is to ring such an area, mark it with an X, and cut it out of one of the packing supers. In case a patch has to be added to this area later, it can then be added on the spot sheet.

Areas that are heavy, but do not punch through entirely, need only to be scraped a bit with the makeready knife.

Very weak areas should be marked for pasting with either the heavy brown tissue or French folio stock. A combination of

On most jobs, one or more prepress procedures (underlaying, interlaying or overlaying) are necessary. Before they can be performed efficiently, two things are essential: standard procedure for work and standard interpretation of makeready directions. For best results, processes utilize marked-out sheet



Damaged Rubber Plates

Q.—Enclosed are samples of solids printed from molded rubber plates. Please note the small hole which developed in one of the plates. Is it possible to repair this?

A.—It is the consensus among rubber-plate engravers that repairs to damaged rubber plates, particularly molded rubber plates, cannot be made. Any repair would show up on the printed sheet in outline form.

Rubber plates are not recommended for solids because of the porosity of the material used in making the plates. Air bubbles develop which open when impression is applied. This is one of the main reasons for using "kiss" impression on rubber plate makeready. Denatured alcohol should be used for cleaning the plate. Other solvents cause swelling of the rubber.

Eliminating Roller Marks

Q.—The enclosed job always gives us a considerable amount of trouble. As you will notice, there is a heavy mark, like a roller mark, across the back edge of the plate. This job was run on two automatic job-cylinder presses.

We tried running the plates on both patent base and block. We ran it to the guide and away from the guide, but we got the same results. We used both good composition and rubber form rollers, each time changing the roller setting to correct height. We used bearers at the end of the plate, still to no avail. The plates are new. They are level and perfectly type-high. Because we put this job on two different presses and still could not eliminate the roller mark, we do not feel that it is the press or the roller setting which is at fault. The makeready is even, and the press is not overpacked. We believe the fault lies with the ink. Any advice you can give us will be greatly appreciated.

A.—Checking your makeready, I find that the plates are level and type-high, with no excessive impression shown.

The types of presses you are using to run this job are known to be poor for printing large solids, because they have such small ink distributor mechanisms. As a matter of fact, one of these presses was discontinued for this very reason. The same press is being manufactured with a much finer ink distributing mechanism under a new model number.

I suggest that you try placing an auxiliary roller on your presses. This should eliminate the trouble. If the ink was made up for the stock you are using, I would not say it was the ink. Roller marks are seldom caused by ink or paper. They are usually due to poor ink distribution, worn press parts, or poor roller settings.

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various thicknesses of tissue may be used in any given area.

The amount of tissue to be added always depends upon the judgment of the pressman. It is determined by his view of specific areas in relation to the whole form. The objective always should be *to level the form*. The only exception to this rule would be cases that require additional material to aid in maintaining color in a dark area without an increase in ink consumption. An extra patch or two on solids or heavy halftone areas might mean more than additional ink on the form.

Continual practice will provide the experience necessary to determine just the right amount of tissue needed to produce a uniform job.

Standard Symbols for Marked-Out Sheet

S. T.	Silver tissue (.001")
L. B.	Light brown (.0015")
H. B.	Heavy brown (.002")
F.	French folio (.0025")
O.	Own stock (battered letters; use a piece of the stock to be run)
S.	Scrape area
X.	Cut out area completely
SEE	Foreign matter (check under packing and plate for dirt, hard paste, etc.)

New Safety Code Standards for Controls and Signaling Devices on Presses Are Approved

The protection of personnel and the increased efficiency in operation of printing presses are purposes of the first national safety code especially designed for graphic arts equipment.

The new American Standard Safety Code for Controls and Signaling Devices for Graphic Arts Presses was released last month by the American Standards Association, which developed it.

The association recommends the voluntary adoption of the code by printing companies at their earliest convenience—whenever they purchase new equipment or make any major change or alteration in existing equipment.

"If this code is used throughout the printing industry as each plant renews its equipment, confusion in the use of these controls will be prevented, thereby eliminating a source of serious injuries and increasing efficiency in operation. It will provide uniformity throughout the industry so that on change of employment, workers will be familiar with control operations in their new jobs," George F. Hussey, ASA managing director, said.

The code is for publication presses, such as are used for newspapers, magazines, rotogravure, large catalog work, etc., and for commercial presses, either sheet-fed or web-fed.

Push-button stations for the presses are required by the code to be arranged in a single row and vertical, except in a commercial press where sometimes this arrangement is impractical for convenient mounting. Then the arrangement may be horizontal, says the code.

Control stations for publication presses will be provided with push buttons with the following designations and colors:

GREEN: A maintained-contact button marked *"SAFE."* When depressed, it prevents the press from being started, or when the press is moving, prevents further increase in speed.

BLACK: A maintained-contact push button marked *"READY."* Depressed, it establishes permissive circuits enabling the press to be started.

YELLOW: A momentary-contact button marked *"FASTER."* Starts the press and increases the speed as long as the button is held depressed.

BLACK: A momentary-contact button marked *"SLOWER."* Decreases the speed, eventually arriving at threading speed.

LIGHT GREY OR ALUMINUM: A momentary-contact button marked *"INCH."* Allows movement at threading speed.

RED: A momentary-contact button marked *"STOP."* The stop button *only* shall be a long push button.

Control stations for commercial presses have a stop button and may have buttons for INCH, RUN (black), SLOW-FAST (black), and REVERSE (yellow).

Certain designations formerly used on push buttons which looked similar to other words were eliminated by the committee who developed the standard. In each case, the push button was marked with the term which best described its function.

The standard outlines requirements for safelights and warning signals. It specifies that control circuit arrangements be made to insure signals being operated prior to any movement of the press.

An appendix is included with the standard to explain new terms used. A diagram is included to show suggested arrangement of control circuits discussed in the code.

A compilation of accident reports several years ago indicated the need for a national uniform code for controls and signaling devices for presses. The Printing and Publishing Section of the National Safety Council in 1951 asked the American Standards Association to establish a committee to work on a solution to the problem.

Administrative leadership for the project was furnished by the Research and Engineering Council of the Graphic Arts Industry and the National Safety Council.

The American Standard Safety Code for Controls and Signaling Devices for Graphic Arts Presses is available from the American Standards Association, 70 East 45th Street, New York 17, at 50 cents a copy.

• Seventeen of the first nineteen pieces of printing Gutenberg is known to have produced were successive editions of the little Donatus or Latin grammar.

SALESMEN'S CLINIC

Here Are Fundamental Know-How Questions Which All Printing Salesmen Want Answered

Building Repeat Sales

Q.—What is the best way to build repeat sales?

A.—The best way is to offer accounts new ideas. Call attention to developments in an account's industry that warrant action along printing lines. Suggest processes, layouts, economies to the account. It is not necessary to call. Send samples of what you mean. If you do call see that it is with a definite plan or with practical suggestions on which the account can act with profit.

Utilizing House Advertising

Q.—What is the best way for me, personally, to use the advertising my firm does so that it builds sales for me?

A.—Carry reprints of ads or mailings with you. Call the attention of the customer to campaigns through the mails. Underline technical information, processes, services, special offers made in ads. Stress the significance of a campaign to the account's future plans.

Opening a Printing Sale

Q.—What is the best way to open a printing job sale?

A.—The real opening of the sale should begin in the salesman's office where he plans all details. Once on the scene, the salesman opens his talks in a cheerful manner. He proceeds with an air of easy confidence. The eventual order is taken for granted as if there was not the remotest possibility that the prospect would say no.

Care must be taken not to fire all of your shots in one round. The climax is reached in easy stages. The prospect's curiosity and his desire for profit are carefully aroused. The most important or crowning information is usually withheld until the very end. In fact, many printing salesmen recommend using this information as a postscript, so to speak. At this point, the apparent importance of the points strikes the prospect with unwarranted force. He, himself, seems to have chanced upon a strong point which the salesman almost missed.

Buy Now or Buy Later?

Q.—Accounts frequently notify me that they can't order because printing prices seem too high. When prices come down, they'll order. How am I to convince these people that time is of the essence?

A.—Is the account a businessman or a gambler? Let us assume the customer is right about prices being high. The prices drop. Does the customer know that this is the final drop? How does he know how long the level will be maintained? Since the customer has exhibited uncertainty from the start, where does he stop? Suppose the prices go even higher? What will he do about this?

Assuming a need, it is always best to order when the need arises. Printing is not like dry goods and a man will not go broke because he has ordered at one time rather than another.

Go Back in a Week

Q.—How soon should a return call on a prospect be made?

A.—Within a week, according to the consensus. But let us be clear as to what is meant by "return" call.

No return call should be attempted until a salesman has fortified himself with a good excuse for it. This may be a new process, some interesting trade development or gossip, a special offer that the plant can make. Perhaps you have suggestions for the account's business not necessarily concerned with printing but outlined with the hope that, eventually, this will develop.

Appearances at a customer's place of business should be made fruitful to the customer if not to the salesman.

How to Close a Sale

Q.—What is the best way to close a sale?

A.—There is an entire literature on just this point alone. Closings vary. Many successful printing salesmen have found that, by suggesting alternatives in grades of paper, for example, or even quantities, they thus steer prospects to a successful close. Another method is to ask a prospect what terms and delivery date he wants, on the assumption that the order will be given.

If the opening has been managed well, the closing will follow almost automatically. But printing salesmen are cautioned against missing cues and hurrying closings. This will often arouse resentment, if not suspicion, and may kill a sale.

In this respect, the pacing advised for athletes is pertinent. The good runner, for example, expends enough energy to keep him in sight of the lead. He doesn't throw away his speed. He waits until he is near the finish line, then gives the race all he's got.

Many Chances to Close Sale

Q.—As a rule how many opportunities for closing are in the average sales talk?

A.—There are many opportunities. The trick is to recognize each chance and use it without delay. Salesmen who have mastered closings advise that you should close as soon as you can. But be careful not to do so until you are positive the prospect has all the facts.

Printing salesmen interested in having Mr. Irving Sherman, who prepares material in this department, answer special questions, may address him in care of The Inland Printer.

Conn Creative Printers of Windsor, Ontario, sent out this two-color blotter (original blue and black 7⅜ by 3¾ inches) with round corners to simulate Ontario licenses to customers and propects



SPECIMEN REVIEW

BY J. L. FRAZIER

ITEMS SUBMITTED FOR CRITICISM MUST BE SENT FLAT, NOT ROLLED OR FOLDED. REPLIES CANNOT BE MADE BY MAIL

Old-Fashioned by Intent

EMPIRE TYPESETTING COMPANY of Chicago.—We admire your magazine, *Cannonade*, a lot, in spite of the fact that its typography, the prime consideration of this department, leaves something to be desired. Even in that respect, we find a compensating circumstance—a seemingly studied effort to give the magazine an old-time flavor like the widely circulated *Farmer's Almanac*, which sells for 25 cents a copy and probably wouldn't sell at all if its format were changed from what it was at the outset, longer ago than all but a few readers are old. Your selection of paper suggestive of being discolored through age, combined with the typography, leads us to believe the "flavor" is just what you wanted. With the name in the masthead in one of the very bold condensed square-serif styles of the ilk of Barnum, best known of the versions revived in recent years for use on today's work in character, the first page begins with a bang. It's a swell title, we think, even if the boss isn't one of the Cannon clan. We get a bang out of the subtitle, set in smaller type over the main title and reading, "Fact, Fun, Fiction, Fantasy, Foolishness, Filosophy, Fancy." Phonetic spellers will hail you for your spelling. The little sketch of the antique howitzer at the right of name, blasting away at the subtitle, is highly intriguing. As that subtitle might suggest, content is varied and highly interesting; your editor is surely on the beam. Our most serious suggestion is that you could have found something old that would have been better for the article headings than the Copperplate Gothic. It doesn't suggest antiquity as much as mediocrity, or worse. How about Stymie or an equivalent? Types of that character, believe it or not, antedated Copperplate Gothic. The moral of our story is that much character may compensate for a lack of esthetic excellence, but for most, of course, the best roads to travel are marked "Excellence."



Striking example of layout along vertical axis—card reproduced from *France Graphique*, of Paris. Second color on original is soft orange

Originality in Color Use

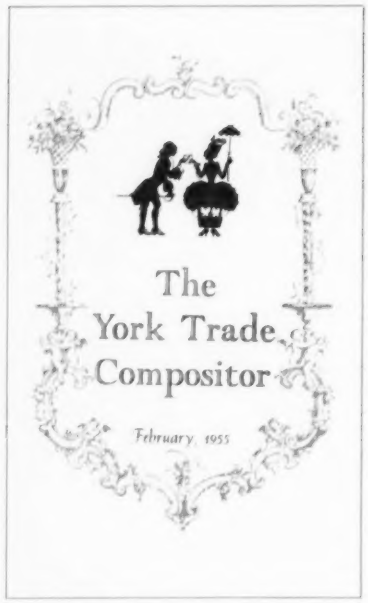
JOHN W. GUY, Durban, South Africa.—If you should have personal stationery you'd be justified designating yourself "designer, artist, typographer, and copy writer." You excell in all—a rare accomplishment. Covers of booklets and brochures are decidedly striking, what with simple, forceful layouts, usually in the modern manner, printed with uncommon and uncommonly pleasing colors over broad areas—a characteristic of your work. Most notable and one of most striking items featuring your mass color technique is the booklet, "Printing Progress in Natal." A brief description of this item, which can't possibly be satisfactorily reproduced, is warranted for the suggestion it may offer examples—so, really, there are not so



In reduced size this "reproduction" from 12½- by 7-inch greeting of Raymond F. DaBoll, country's top-flight calligrapher, provides little more than a suggestion of the charm, grace, and artistry of original. Also, we cannot show the left-hand "Merry Christmas" page in any way that even approaches value of the rich blue of original. Printed on a small offset press on rough white paper, picture in blind-stamped panel looks like fine sheet-fed gravure



Characteristic, characterful calendar from plastic-bound diary of Melbourne (Australia) School of Printing & Graphic Arts. The original 7½- by 5½-inch page is offset-printed in black and dull gray-brown on white paper. How consistency is maintained is indicated by title page shown below



Courting scene in silhouette, "frilly" border, and orange color make original cover of Phil Mann's house magazine all that it should be

other readers. The cover is divided vertically into four sections—four bands, as it were, across. The title is in three lines of large and characterful roman lettering. "Printing" shows in a neat blue against black in the top band, "Progress" in rather light brown against yellow in the second, and "In Natal" in yellow against brown in the third. The fourth band is black, reversed for a line cut in gray in the center, showing several human figures around a press, this center illustration flanked by conventionalized leaf ornaments in blue. The effect is balanced and unified because the top and bottom bands are black. Progress of printing in South Africa is traced from the beginning down to the present in the pages of text. The first inside page has an all-over printed background in light blue, with the plate reversed to show a comparatively big initial "I" opening the text, and type and a symbolic illustration in the upper right-hand corner being overprinted in black. The light brown you so often employ is a particularly attractive hue. When one hits upon a color he especially likes and employs it frequently, he uses it better than otherwise. It comes to have something of a trade-mark's quality. You are one of few to develop a style of your own in design and typography, and that's an achievement.

Form Should Follow Function

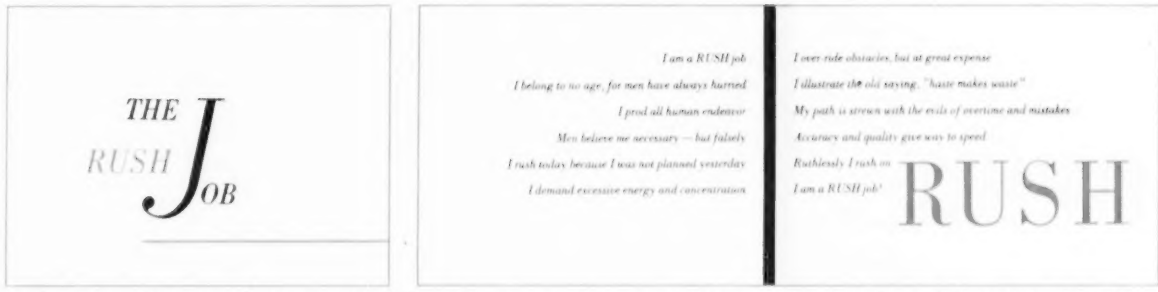
NOTTINGHAM AND DISTRICT TECHNICAL COLLEGE, Nottingham, England. —Your new prospectus is excellent, especially the inner pages. The cover design, however, seems "oldish" and too restrained in so far as the type in the major display lines is concerned. We in this country may shout too loudly at times and strive too much for glamor, but sometimes it seems you folks practice restraint to a fault. Attractive though the cover is, the French-style rococo ornament is too big in relation to the size of the type. It is plain that you set the large main line of the featured type group in a measure to match the width of the ornament, the idea being to have the complete group—type and ornament—simulate a circle. We believe the ornament should have been smaller and the type larger, forgetting anything about the over-all shape of the group. Form should follow function. When elements of a form fall naturally into a definite shape, it is well and good, but when the shape is forced, it is something else—something has to give, in this case, the type. Your inside pages are given "color," and a characterful effect that some would call modern, by setting the headings in a shaded block type and printing them in color. The type is a revival of a very old style like numerous others recently embraced by the avowed modernists. The nicest feature of the book is the three inserts showing work marks of Christopher Plantin, Aldus Manutius, and William Caxton. These are printed



On original title page, type is black, star ornaments and background panels deep dull green, the rules and other ornaments in a dull gray-brown



Prominent features of this label of Washington (D.C.) printer are also features in letterhead shown on later page. Original color is light green



Any printer, anywhere, can profitably use a folder adapted from the one above reproduced to approximately half size of original printed in red and black on stock of the "wake 'em up" hue, bright yellow. By A. R. Tommasini, University of California Press, Berkeley, it seems an ideal envelope enclosure

in two colors, one of which is a pastel conforming to the hue of the background. Incidentally, the three pastel hues—green, rose, and yellow-green—are highly pleasing. One of these, the background formed of border material printed in red, and with the title in an open panel surrounded by double borders, the effect is of a white label on pink stock, always a pleasing treatment.

Here's a Cute, Usable Idea!

Of course, 'taint so—leastwise, so far as we know or have heard. Not even one with a bad case of hydrophobia could blow on dried printer's ink and cause it to change from green to brown, in which were printed the part of blotter in black in our reproduction on the right. Also, blowing on the circle and seeing it remain green might give one a sense of well being—momentarily, at least—until he wakes up to the fact that it's all a gag. Novel ideas like this get quick, often rapt attention—also a laugh which never hurts, at least shouldn't. We can't think of a better way to impress an address or, especially, telephone number on the minds of customers and prospects. Our good friend of the Clegg Company, J. M. Johnson, requests a good idea for a "Thank You" card in trade. Be a good sport! If you've done one send him a copy. Share Your Knowledge

BLOW ON THIS DOT!

IF IT TURNS **BROWN** SEE YOUR DOCTOR IMMEDIATELY

OUR NEW NUMBER IS CApitol 6-4141

IF IT REMAINS GREEN REMEMBER OUR PHONE NUMBER IS CApitol 6-4141

The Clegg Company SAN ANTONIO, TEXAS 130 SOLEDAD STREET

"QUALITY IS NOT ACCIDENTAL"

green, proved strong enough for the sectional heads. In fact, it is just right to match the tone of the text matter printed in black. We consider your pamphlet, "Craftsmanship in the Composing Room," excellent. The extended cover is pleasing, yet striking. With an over-all

THE CLEGG COMPANY, San Antonio, Texas.—Issued to announce a change in your telephone number, your blotter, "Blow on This Dot," has one great advantage—its novel appeal. Sucker-like, we blew our lungs out (figuratively) on the 1½-inch green circle in the center of

other words in green. At the right of the green circle, on which your new telephone appears in reverse, the copy, "If it remains green remember our phone number is CApital 6-4141," appears. It's a catchy, effective stunt. We regret we can't send you samples of acknowledgment or

The blotter below, one of a great series—others of which have been and will be reproduced—is shown in larger than usual, but not full, size in order that it may be read as well as seen. Leading consideration is ordinarily showing how jobs are done. Any printer can profitably adapt this idea

TIPS ON TYPOGRAPHY

TO FIT COPY

WHAT YOU MUST KNOW—*1.* The number of characters in the copy. Spaces count as characters, too. *2.* The pica length of your type line. *3.* The number of characters of the type selected that you can get in No. 2.

TO FIND NO. 1—*(a)* If manuscript lines are typewritten fairly evenly in length, count the characters in one average-length line. Multiply this figure by the number of lines of copy. *Note*—Short lines ending paragraphs are counted as full lines. *(b)* If copy is handwritten, manually count characters and spaces.

TO FIND NO. 2—Lay a pica rule on your layout, or otherwise decide. (Six picas to an inch.)

TO FIND NO. 3—*(a)* Consult a table showing the type characters *per pica* of the face and size you wish to use. Multiply this figure by the pica length of your type line (No. 2); or *(b)* Count the characters in a sample line of the face you wish to use. Now decide No. 1 by No. 3. The result is the number of type lines the copy will make. Any remainder after the division is counted as another line.

HOW MANY INCHES? Divide the number of lines by the figure given below for the proper type size. The result is the depth in inches.

Pt.	Lines	Pt.	Lines	Pt.	Lines
6	12	9	8	12	6
7	10	10	7	14	5
8	9	11	6½	18	4

Note—Extra leading must be counted. For example, 10 point type, 2 point leaded, is figured as 12 point, and will have 6 lines to the inch.

HERE IS AN EXAMPLE—*(a)* Manuscript has 60 characters and spaces to an average line. There are 12 lines of copy. 60x12=720 characters (No. 1). *(b)* The measure selected is 30 picas (No. 2). *(c)* The 12 point type selected sets 2.5 characters per pica. 2.5x30 picas =50 characters in one type line (No. 3). 50 characters of one line divided into 720 characters of the copy equals 15 lines. *(d)* 15 lines of 12 point divided by 6 (lines per inch) equals 2½ inches.

The manuscript will make 15 lines of the selected type, set 20 picas wide.

LET US SOLVE YOUR TYPOGRAPHIC PROBLEMS

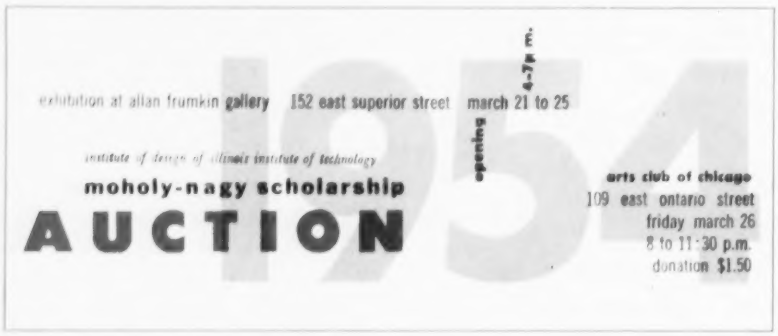
Dahl & Curry

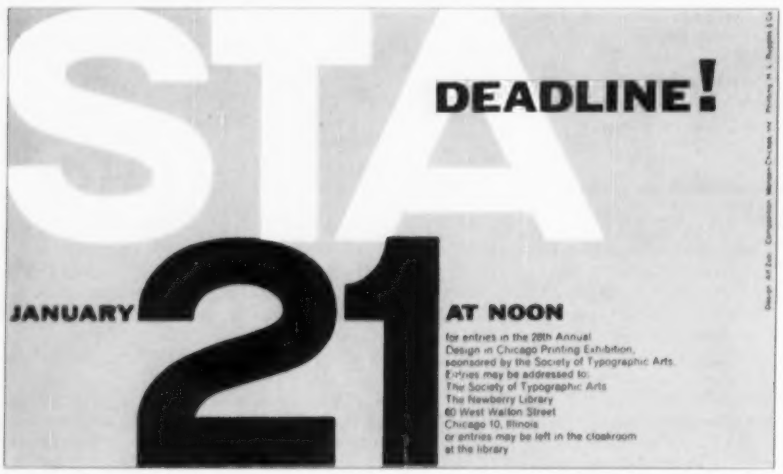
TYPOGRAPHERS & ELECTROTYPERS

506 FIFTH AVENUE SOUTH • FILLMORE 1491 • MINNEAPOLIS 15, MINNESOTA



Striking blotter in green and red on white leaves no doubt it was issued to impress telephone number on customers and prospects. Making accents big and keeping the design simple means display at its best





Because of source, the "Auction" card must be regarded as representative of latest, if not late, fad to drag the typographic art into the mire of ugly incomprehensibility. Giant figures are pale blue (third color) on original. Some influence of the cultist's invention may be evident in the STA card, but, even if design seems overemphasized, it is comprehensible. Color on original is light yellow



With emphasis on name, the blotter above presents the same lesson as one at top. Result is power, quick and certain comprehension, in both. Second color on the original on India-tint stock is red

"Thank You" cards having some similar appeal. We've seen hundreds among specimens submitted for review in this department, but, unfortunately, we have no facilities for filing them. Knowing such ideas may be aces in the hole for readers, we especially like to mention them. In view of the merit of your idea for getting attention with the green dot, we can't resist suggesting a change or two which would improve appearance. Too much of your copy is all-cap composition. We read by recognizing word forms—which are all different when in upper- and lower-case—and cap composition should be restricted to occasional lines of large type, because all words in caps are rectangular or square. Your good slogan at the bottom, "Quality is not accidental," is tremendously weakened through being letterspaced so widely to make it full measure. There is space equivalent to a full-width letter or more between each letter—far too much.

Tough Sledding for Critic Here

THE CRITERION PRESS of New York City.—In asking us to settle the argument as to which—the old or the new—is the better handling of the publication, "The Fonthill Dial," you put us on a spot where we must do some qualifying, bring some "ifs" and "ands." We don't like that position. In the first place, the old page is measurably larger than the new, although, considering other factors, that doesn't affect our view materially. We like our letters clear rather than decorative, as a rule, and of an English-American technique rather than Chinese. Too, we are "constitutionally opposed" to words that are arranged to read other than from left to right. We want our display grasped easily and at once, not in type or lettering so arranged that it must be puzzled out. The point is, just how puzzling must display be to be bad. Working against the new cover are the style of the lettering, some characters of which aren't instantly clear, and the fact that one word of the title, "Fonthill," reads from top to bottom, with "The" crossing the top lateral stroke of the "F" and "Dial" reading laterally across the vertical word at the point of the "I," which serves both words. The date line, reading from left to right, follows below "Dial." There is confusion, of course. In favor of this cover is the "intent at design" in its arrangement, and the soft blue in which the lettering is printed is highly pleasing on the gray stock. Only the fact that the type is not exotic and all of it is arranged in horizontal lines favor the old cover. Arrangement doesn't qualify as design. On the old cover, the name is in large, decorative caps, three lines flush left and toward the left of the page. The date is in two lines near the lower right-hand corner, with the year line spaced out with hyphens to make it square with "November" above. This spacing is a serious fault in itself, especially because the two lines, normal length, could better have been set flush left like the title. This page would be much better even with the same material if spacing and whiting-out were changed. The large top lines (title) are spaced too closely, considering the wide area of white space all around. We'd add

a pica between these lines and also shift the group to the right, keeping the lines still flush left for better lateral balance. Next, we'd space the two lines of the date a half-pica farther apart and move them, flush left, to the left, in line with the title group. Finally, we would drop the top group a little and raise the bottom one more, all to achieve balance and improve the distribution of white space. Despite the fact that it goes somewhat against the grain for us, we like the new cover better than the old. It has character, whether or not you care for the particular brand. We could write much concerning spacing of heads and other features of the inner pages of both issues, and we may do so at a later date, without mentioning names. We believe the page makeup of the later issue is better, particularly because the text is in two columns and the shorter lines are easier to follow. It's hard to let go, but we must add one more point. Where fillers are used at the ends of main articles to fill out a page, the dashes between the article and the filler are superfluous. The heads over the fillers amount to adequate separation, as would extra white space without such heads.

Lively Layout in Prison Paper

PRINTING DEPARTMENT, FLORIDA STATE PRISON, Raiford.—The Christmas issue of *Raiford Record* demonstrates blooming art and layout talent on the part of your workmen. With big pictures and smashing layouts, numerous pages simulate the effect of national magazine work, but fall short because of errors in detail, especially typography, and particularly spacing of display lines and, sometimes, in whiting-out generally. Too much space is found where there should be less and too little where there should be more. Distribution of white space should be orderly and proportional, which is about all we can say here which might be helpful in that respect. The points are covered in another review. Much more creative thought seems to have been given the work than is usual in commercial printing plants, and we are going to credit the artists assisting with the publication. Some of the art is really professional. The most unusual of this work is evident on the inner front cover. The basis is a silhouette illustration just about filling the 8½ by 11 inch page and printed in a pale, warm green. A second printing, also apparently from a hand-cut rubber plate, is in yellow, used particularly for portrait silhouettes of a number of the staff—these spotted to simulate the effect of ornaments on a Christmas tree. Now for the best feature of the page and of other illustrations in the issue. Line illustrations of the men's heads, registered over the yellow silhouettes, are in silver, applied through silk screen. The artist who drew these heads is no amateur. Our conclusion is plates couldn't be purchased, and had to be shop-made, and that accounts for silk screen where detail was too fine to be accomplished in cutting rubber or linoleum. Another fine page is headed "Opportunity." On it a poem by John J. Ingalls is beautifully printed in black over a silhouette in pale, dull yellow. Another professional job is the spread, "A Voice



John F. Bethune, Berkeley, California, did first two letterheads in black and red; Tucker's is in medium gray and red (ornament) on white. Striking Greenleaf design is from Strathmore Paper Company sample portfolio while Hurley's—second color brown—is from similar item of Mead Sales Corporation. "Dispatch" head is by Emil Georg Sahlin, and final one is from printing department year book of North Western Polytechnic school, of London, color on original being a pale blue-gray



By and for use of one of country's two foremost masters of calligraphic writing, top letterhead in this display of sparklers emphasizes the charm of that graphic mode. Second color on original is soft green. A brighter green embellishes the second design, reproduced from yearbook of North-Western Polytechnic School of England. Credit R. Randolph Karch on an unusual, impressive layout for his Yellow Breeches Press design—color, of course, the sunshine hue. Color parts on original Arrow and Jackson designs are green, the same hue in a darker tone being used for main line of interesting Dewan heading. Regretfully, the name of the designer of Chequita heading has been misplaced

from the Past," on which detail in the two-color pictures is done by silk screen. Bad distribution of white space affects some pages adversely, notably one headed, "The Warden Speaks," where there is too much space between the three parts. If larger type was not feasible, the measure of the text could have been narrowed to permit more space *around* instead of so much *within*, as it were. Other pages would be better if the ugly Broadway type were not used.

Ideas for Any Printer Here

C. A. DAVIS PRINTING COMPANY of Somewhere, U. S. A.—We can't designate the geographical source of your three interesting blotters, because you did not include the name of your city on them. It's possible you didn't distribute them far afield, but what if one should stray onto the desk of a potential customer elsewhere who'd give you an order if he knew where to send it? Publicity-wise, the blotters score higher than they do esthetically, and they undoubtedly impressed non-printer prospects more than they would printers of discriminating typographical taste. On the whole, they possess definite dramatic qualities. They're of forceful layout and as colorful as one could ask—maybe too much so. We're much impressed with the illustration of your building on two blotters, not for the building itself but because of the succession of reverse color panels streaming out of a front window, increasing in size as they spread out toward the sky in a wide curve. Some of these panels are labeled "school annuals," "magazines," "pamphlets," and so forth. The best of the three blotters is "We're Within Your Reach." We're hard put to locate a vulnerable spot, but we find that spot in the very last line. There, to make the line square up with the preceding two, the street address and telephone number are widely separated, with only a small bullet in the center of the awkward space between. It would be better to have the line shorter, with space at its end rather than in the center between the two copy elements. Bodoni Bold, in which the second and smaller block of text is set, is not as harmonious with your sans serif display and the first body group as an old-style roman would be. However, the type is comparatively small, and the contrast of design qualities is not too noticeable. Now, compare this blotter with the one headed, "Do You Need a Good Printer?" The first carries as much copy as any good blotter should, so you can see that there's decidedly too much on the second. To make matters worse, the second one is printed, except for the large decorative parts, in a light, weak green. We *can* read it, but the reading isn't as easy as it should be. Crowding of copy, we're sure, bothers anyone. The light blue-gray used for printing most of the type on the third blotter, "Davis Printing," does very well, because the type is large and the line spacing is wide. This blotter has a glamorous initial appeal, but it achieves this through a layout stunt of questionable value. This employs a cubistic capital "P" extending down 4½ inches from the top. This letter has its vertical stroke divided so that the top section becomes a cap "D"

to begin your name, the rest of which is set in extra-condensed caps. Lined up at the bottom of the lower section of the giant "P"—and the bottom section, of course, looks like a cap "I"—the letters "rinting" are set in the same extra-condensed type. Conflict and uncertainty here are not too serious, but the effect would be less confusing, and handling otherwise the same, if there were no break between the upper and lower parts of the "P". Going back to our original thought, the blotters all should function well as advertising. They'd function better, even among laymen, if they were improved in those respects that good typographers consider important.

Odd-Shaped Halftones Suggested

PUBLICATIONS, LIMITED, Bulawayo, Southern Rhodesia (Africa).—For years, we have enjoyed looking through the copies of your "Rhodesian Annual." Time permitting, we have read enough to be convinced it must be a welcome visitor in the homes of the good people of your country each Christmas season. Its content is properly and dominantly pictorial, the great 10- by 14-inch pages being made up of big halftone illustrations after the fashion of the gravure-printed Sunday supplement of our metropolitan newspapers. We are thrilled by the page with four halftones, of a pair of deer, a giraffe, a lizard of some kind, and a crocodile in order down the page with titles in odd-shaped panels cut into plates enclosing the words "graceful," "ungainly," "slippery," and "repulsive," designating the natures of the creature illustrated. Another striking page, headed "Why Folk Lock Their Cars," shows monkeys trying to get into four automobiles, only sections of the cars being shown so the apes dominate each scene. Your note states, "Special article on the cover." We've turned through the pages several times without spotting any reference to the cover, but we will, probably, when we actually read. The cover is highly creditable. Filling the entire page and bleeding off all sides, the full-color illustration of what we assume is an African chief, bedecked with myriad ornaments, is highly interesting and impressive, and beautifully printed. Effectively hand-lettered, the publication title appears near the upper right-hand corner directly in line with the chieftain's head. Improvement in details of typography, layout, and makeup are possible, even in this beautifully printed magazine. Of last importance—at least to non-printers—is the tendency to space much too widely between words. Aside from being detrimental esthetically, this tends to slow reading. In very light sans serif, some of the captions are faint on the coated paper. Variety would be increased if some of the cuts were of shapes other than rectangular—circles and ovals for example. The most serious fault is the effect of some confusion due to so many pictorial ads that resemble the pages of text. We suggest that study be given the matter to determine some new treatment of one or the other so readers might know more certainly which pages are editorial and which are advertising. Content and presswork are the features of best quality.

Typographic Scoreboard

• Subject: Vogue •

Issues of February 1 and 15, and March 1
219 page and two-page advertisements

Type Faces Employed

Bodoni (M)	35
Bodoni Book (T)	21
Bodoni Bold (M)	3
Vogue Light (M)	10
Vogue (M)	9
Vogue Bold (M)	3
Caledonia (T)	9
Caledonia Bold (T)	3
Century Schoolbook (T)	8
Century Expanded (T)	2
Century Old Style (T)	1
News Gothic (M)	6
Garamond Old Style (T)	3
Garamond Bold (T)	3
Bernhard Roman (M)	3
Bernhard Modern Roman (M)	1
Copperplate Gothic (M)	3
Times Roman (T)	2
Baskerville Old Style (T)	1
Baskerville Bold (T)	1
Cochin (T)	2
Weiss Roman (T)	2
Bulmer (T)	1
Parisian (M)	1
Caslon Old Style (T)	1
Hellenic Wide (M)	1
Futura Bold (M)	1
Cloister (T)	1
Mono. Goudy (T)	1
Scotch Roman (T)	1
Eve (M)	1
Fairfield (T)	1
Electra (T)	1
Ads set in traditional types	65
Ads set in modern types	77

Fifty-eight advertisements, each in several styles of type without one predominating, are not included in the foregoing tabulation. Not included, also, are 19 completely hand-lettered advertisements, all but one in modern styles. All are considered, however, under the headings of Layout, Illustration, and General Effect. It should be mentioned that in 25 of the advertisements represented in the tabulation of Type Faces Employed, modern types are used for display over body type of conventional styles (and so credited). More advertisements in the issues checked, therefore, are modern in so far as type is concerned than the totals of 77 to 65 indicate. As a matter of fact, dependence for modern effect is placed on type rather than layout and art. To get the full picture, three final tabulations following Weight of Type must be considered.

Weight of Type

Ads set in light-face	71
Ads set in bold-face	58
Ads set in medium-face	13

Layout

Conventional	137
Moderately modern	76
Pronouncedly modern	6

Illustration

Conventional	137
Moderately modern	67
Pronouncedly modern	15

General Effect (all-inclusive)

Conventional	66
Moderately modern	143
Pronouncedly modern	10

Best modern and conventional ads, respectively, in issues checked. Accent on vertical, especially picture, makes first modern; but traditional layout dominates type in the second





THE COMPOSING ROOM

BY ALEXANDER LAWSON

QUESTIONS WILL ALSO BE ANSWERED BY MAIL IF ACCOMPANIED BY A STAMPED ENVELOPE. ANSWERS WILL BE KEPT CONFIDENTIAL UPON REQUEST.

Making the Printed Page More Legible and Readable

- Legibility and readability frequently confused and used interchangeably
- Spacing, type design, weight, set-width and x-height important factors
- Line length and leading are elements that must not be treated lightly

Last month on this page, factors governing spacing were discussed, with particular emphasis on spacing between words. However, there are many other considerations which make the printed page legible and readable. Even these terms, legibility and readability, are frequently confused, and they often are used interchangeably.

By legibility we mean the rapid perception of letters or words. By readability we mean the ease with which letters or words can be read. While the type may be legible in design, its effect may be nullified by its use in badly composed lines and pages. Spacing thus becomes an important factor in the readability of type.

Other considerations concern the design, weight, and set-width of the type, and its x-height—the relative size of the lower-case letter without ascender or descender. Linked to these elements are line length and the leading, neither of which should be discussed separately.

How long should a line of type be? This question is apparently as unanswerable as the old saw about the length of a piece of string. (Once used on so-called intelligence tests until somebody burst the bubble by saying that it was twice as long as from either end to the middle). Unfortunately, the printer's dilemma continues. Witness the answers to this in the *Composition Manual*, the fine text published by Printing Industry of America.

Varied Line-Lengths Suggested

In this volume, no less than eleven recommendations are listed for the "ideal" line length of ten-point type, two-point leaded. The range, given by various authorities, varies from 13 to 31 picas, demonstrating clearly the lack of agreement even among experts.

Most printers have heard of one of the most common methods of determining line length, that is, to stay within the set width of an alphabet and a half. This is a practical solution, because it takes care of the design of the type and its set-width. More recently, some typographers have extended this measure to two alphabet lengths.

Perhaps the best solution is to examine the problem itself, rather than to set up a hard-and-fast standard. In other words, the printer must consider the type being used, and the function of the individual job.

For example, if the type has a wide set-width, such as Century Expanded, the line can be wider than with Bodoni Book, which is some 20 per cent narrower. The design of the face also contributes to the selection of the length of line. Sans serifs, because they lack that prominent feature of legibility, the serifs, are less likely to be readable in long lines than standard romans. In addition they are poor risks due to their monotone strokes. Clearly then, varying factors must be considered in the apparently simple task of choosing a proper line length.

The function of the job is also of great importance, for reading habits vary under different conditions. Obviously, determination of the line length in a placard should not be made by the same rule as that used for the measure in a pocket book, designed to be read on a train. The printer, of course, has normal standards to depend upon in his selection, but no automatic procedure can govern all cases.

In the leading of lines, a number of variables must be reconciled. Line length both depends upon and governs leading, paradoxical as this may seem. Here again no recognized procedure exists, although it has long been thought that 20 per cent of body size was sufficient leading under ordinary circumstances.

The function of the job is even more important here than it is in apportioning line length. Leading can make a paragraph or page more inviting to read, but greater freedom is allowed in commercial printing or advertising typography than in the traditional book typography.

Wooing the Reader's Attention

In commercial printing, the reader's attention is being wooed. In a book, provided that normal principles of structure have been followed, the typographer does not have to be as concerned with attracting the reader. Normally, books are read for their subject matter and not for their appearance, although George Bernard Shaw once remarked that more costly books derived their value from the craft of the printer and not from the author's genius.

The design of the type also affects leading. For instance, the standard romans need less leading than the sans serifs and square serifs, which normally must receive maximum leading to prevent vertical eye movement. The strong contrasts of Bodoni also give a vertical stress. Indeed, Bodoni himself used wide leading in most of his work.

The x-height of the type controls leading to an even greater degree than it controls line length, because types with long ascenders and descenders require less leading than those that are "full on the body." In this respect the so-called legibility faces, designed primarily for newspapers and magazines, which use short measures, need a greater amount of leading than types such as Caslon, Garamond, and similar old-style faces with their roomier shoulders.

The relative weight of a type also has an effect on leading. Those faces with a light color, such as Baskerville and Cloister Light, appear at their best with less leading than types such as Bulmer, Scotch, Times Roman, and of course the bold versions of the standard faces.

A veritable "Father of the Waters" is this river of white space in a news story from the February 2 issue of the *Toronto Globe and Mail*. Correspondent suggested, doubtfully, it may have been done to call attention of printers to event

Among the patrons and patronesses for the Printers' Ball, which will be held on Saturday, Feb. 12, in the Royal York Hotel, are Controller and Mrs. Ford Brand, Commissioner and Mrs. William Russell, Mr. and Mrs. John Duncan, Mr. and Mrs. Bert Groves, Mr. and Mrs. Edward Ansell, Mr. and Mrs. Purdy Churchill, Mr. and Mrs. Thomas Osborne, Mr. and Mrs. George Fry, Mr. and Mrs. Bert Dorkin, Mr. and Mrs. Ray Morrison, Mr. and Mrs. Douglas Morrison, Mr. and Mrs. Don Poitras, Mr. and Mrs. Gordon Laughlin, Mr. and Mrs. Leslie Young, Mr. and Mrs. Frank Smith, Mr. and Mrs. Robert McCormack, Mr. and Mrs. William Lucas, Mr. and Mrs. L. J. MacDonald, Mr. and Mrs. Albert Harrison, Mr. and Mrs. John Pellettier, Mr. and Mrs. Arthur E. Hunt.

Summing up, we see that many qualifying factors determine line length and leading. Geoffrey Dowding recommends that a line of solid type contain 54 to 60 characters, which he says would be nine or ten words in English. This reasonable suggestion follows quite closely the two-alphabet length favored by some American typographers.

Reproducing Telegrams

The Western Union Telegraph Company has outlined the conditions governing the permissible reproduction in publications or printed matter of Western Union telegrams.

1. The reproduction must be of a genuine telegram handled by Western Union, and with the consent of that company.

2. The reproduced copy must not be prepared, mailed, transmitted, used or otherwise handled in any manner calculated to mislead the recipient or reader of the copy into believing that the copy may be something other than a reproduced copy of an original telegram.

Western Union provides black and white proofs, mats or cuts of its forms to printers for approved uses, as noted above, when such cooperation is needed.

Fitting Copy to a Circle

When matter has to be set inside a circle, it is necessary that an accurate cast-up be made beforehand. One of the best ways to do this is to square the diameter of the circle—measured in picas— and take three-quarters of the result. This will give the available area expressed in 12-pt. ems. The next step is to multiply this by 144 and divide by the number of characters in the copy to be set. The answer will represent the number of square points in the average character of the size required. An 8-pt. face is roughly 32-square points, a 10-pt. face 45 square points, and a 12-pt. face 61 square points.

Light-Weight Metal Furniture Saves Lockup Time for Register

Furniture manufactured of Duralumin is a recent addition to composing room equipment. It is available in the standard widths, 2 to 10 picas, and in numerous lengths. Machined to exacting standards of point measurement, the Duralumin furniture is a precision tool which can save time in the lockup of close register work, and which has the added advantage of light weight. Press time can be reduced since positioning of the form is simplified. The precise machining also tends to prevent workups, a constant problem when old wood furniture is used.

Setting Clean Composition

The compositor should read over every line as soon as he sets it, and at once correct any detected errors. Before he empties the matter on the galley, he should read it again, looking for outs (omissions) and doubles (words repeated). The time given to correction in the stick is not time lost. It is easier to correct there than on the galley or the stone.

Your Slug-casting MACHINE PROBLEMS

By Leroy Brewington

Mr. Brewington will answer questions on machine problems. Write him in care of *The Inland Printer*

Mats Clog Channel Entrance

Q.—What should I do when mats clog the channel entrance?

A.—First, find out whether the trouble is due to keyboard action or to some maladjustment above the end of the keyrod.

For example, if the lower-case *a* does not release from the upper magazine when the key is depressed, try it also with the second and bottom magazines. If the matrix fails to release from all magazines, you'll know that the trouble lies in the keyboard action.

Next, check to see that the upper end of the escapement lever is not bent out of line. The upper ends of all escapement levers should have about the same relative heights.

Then observe the height to which the keyrod rises. With power or belt off, touch the *t*, *a*, and *o* keys and turn the rubber roll pulley until the keyrods reach their full height. Normally, the upper ends of all keyrods should be at the same relative position. If one rod is not as high as the others, remove the cam yoke to see if its front end shows wear.

If no wear is visible and the roller is new and unworn, the final thing to examine is the small spring in the bar just above the rear end of the cam yoke. This spring may need more tension, which you can give it by turning down the bushing above it.

However, if on your initial check you find that the *a*, for example, drops properly from one magazine but not from another, it is evident that the trouble is in the escapement.

Remove the magazine that gives trouble, throw off the keyboard belt, touch the *a* and *o* keys, and turn the pulley until both keyrods are at full height. See whether the front pawls on the escapement are at their lowest point, as they should be.

If the *a* pawl remains up a trifle, lift off the escapement and reduce the tension of the verge spring. While you have the escapement out, see that the verge plunger works freely and is not damaged.

If all of these parts function properly, your trouble is probably due to poor condition of the matrices.

Tripping Wire Adjustment

Q.—When the tripping wire on the assembling elevator fails to act so that a line of mats may transfer into the first elevator jaws, what adjustments should be made?

A.—There is an upright releasing wire (D-87), called the delivery slide releasing wire, mounted in a brass bushing (D-88) which in turn is seated in a round opening in the right rear of the assembling elevator. To be exact, it is the back plate (D-1310) at the right end of the back rail. This wire releases a delivery pawl (D-214) which allows the delivery slide to convey the assembled line of mats into the jaws of the first elevator. In rising to full height, the releasing wire should lift the delivery pawl (D-214) 1/64-inch above the catch in the slide. The releasing wire and bushing assembly can be adjusted with a screw in the rear assembling elevating plate (D-1310).

Raise the assembling elevator to full height and, using a small, long screwdriver from below, contact the head of the screw when the back plate is in high position. A right turn of the screw raises the releasing wire and a left turn lowers it.

Many operators do not know this adjusting screw exists, and the writer has found some raising the releasing wire by putting a paper wad or a metal shaving on the hole where the releasing wire bushing functions. The only correct way to adjust the wire is the procedure described above.

Causes of Poor Slugs

Q.—What causes a hollow slug?

A.—There are several possible causes for poor slug quality. Metal temperature may be too high, pump action may be poor, or the mold may be overheated from casting heavy slugs too rapidly.

Trouble With Keyboard Cams

Q.—We lose a lot of time getting started in the morning because our Linotype keyboard cams refuse to work. On cold mornings the trouble is worse. Often, we find the machines "frozen up" on damp mornings and also after lunch when they have been idle for a time. What can we do to correct this?

A.—Evidently you need to use a lighter lubricant on your cam pivots. I suggest that you remove the cams and place them in a pan of benzene. Stir the cams around in the solvent occasionally, and after about 30 minutes place them on a newspaper to dry.

When the cams are thoroughly dry, place a drop of clock oil on each cam pivot. Check to see that no oil has run to the edges and that all milled edges appear fairly sharp. Then replace the cams in the frames.

Finally, remove the rolls and roughen their surfaces with coarse sandpaper. Wipe off loose particles of rubber and oil the roll bearings. When you resume work, you should notice an improved machine action.

WHAT'S NEW?

IN EQUIPMENT AND SUPPLIES

Neoprene Letterpress Roller

Pressmen will find an uncommon combination of properties in a new letterpress inking roller made of neoprene synthetic rubber, according to its manufacturer.

The roller is made by a new process in which neoprene is molded direct to the core under 100,000 to 250,000 pounds pressure. The manufacturers say this patented process permits use of a softer compound than the conventional method of wrapping sheet rubber around the core. High pressure molding is also said to eliminate the possibility of ply separation and to produce a tough, dense structure.

The new rollers have been undergoing tests for more than four months in the experimental printing department of Sinclair & Valentine, inkmaking firm. Reports indicate that the rollers show little wear after more than 650,000 impressions on top-quality color work. Roller-setting time is said to be reduced because the neoprene rollers do not change in circumference with changes in temperature and humidity.

Like any rubber roller, the neoprene rollers are heat-vulcanized. Although they heat up on a high-speed press, they do not soften, according to the manufacturer. Neoprene is also more resistant than rubber to swelling by oils and solvents.

The new rollers are made in all sizes up to the Miehle 2/0 with 55½-inch face.

Manufacturer: Roller Corp. of America, 611 South Ave., Garwood, N. J.



Neoprene rollers have advantages on letterpress

Introduce Poly-Automat Press

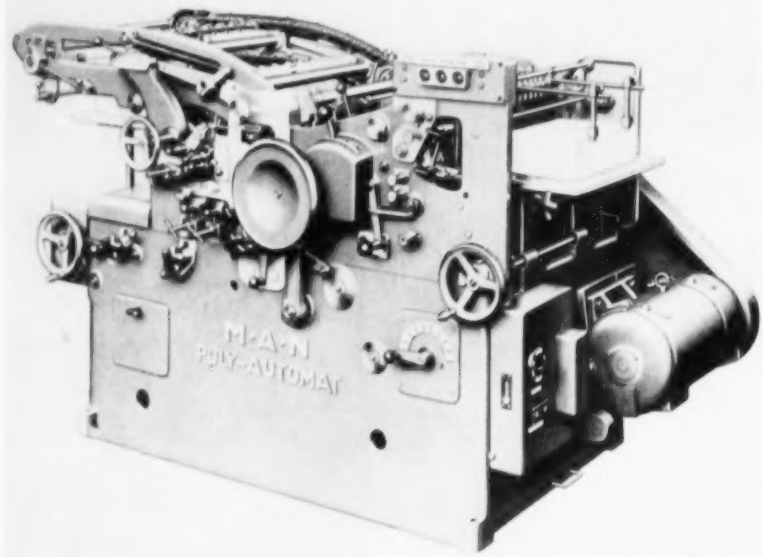
The 14½x20½ M.A.N. Poly-Automat press is now being sold and serviced in the United States and Canada by Miller Printing Machinery Co. The letterpress machine is made by Maschinenfabrik Augsburg-Nurnberg A.G. of Augsburg, Germany.

Of special interest to the small printer, the press takes a range of stock thicknesses from .002- to .028-inch and handles a range of sizes from 5⅜ square to 14½x 20½. The speed range is 1,400 to 5,000 sheets per hour, depending upon the type of job and stock being run.

The double-acting pyramid inking system is said to give better performance than is customary on presses of similar size. All form rollers clear the form at each stroke and reverse five inches beyond the bed. An automatic double-roll device is provided for work requiring heavy coverage.

The press will take a 12⅜x20-inch form on the bed and a 12⅜x19-inch form in the chase. Feeder and delivery piles have a capacity of 11 inches.

Distributor: Miller Printing Machinery Co., 1117 Reedsdale St., Pittsburgh 33.



M.A.N. Poly-Automat letterpress unit is rated to produce from 1,400 to 5,000 printed sheets per hour

Automatic Developing Sink

Quality control in the darkroom is said to be easier with a developing sink that features automatic agitation and constant temperature control.

Called the Pahelart automatic developing sink, the unit has three trays. Developer and hypo trays, at either end of the working surface, tilt automatically to agitate the solutions. Agitation may be continuous or may be preset for any period from one to five minutes. At the end of a timed agitation period, a buzzer signals the operator.

Continuous washing is performed in the center compartment of the unit. Tap water regulated by a valve on the front panel enters the tray through a jet tube that maintains a swirling action.

Constant temperature control of the developer solution is obtained by circulating water at the proper temperature through an enclosed chamber covering the entire bottom area of the tray. The machine operates from regular 110-volt a.c. lines.

Manufacturer: Graphic Arts Center, 207 W. Park Ave., State College, Pa.

'Handmade' Letterhead Stock

A new letterhead paper, Weston's Hand Weave, has just been introduced for use where the antique texture of handmade paper is desired. The 25 per cent rag content stock is being made in white and pastel shades of ivory, blue, green, and gray. It is available in 17x22 and 22x34 sizes in 20- and 24-pound basis weights. Matching envelopes and a correspondence cabinet of 100 sheets and 100 envelopes, "confidential size," are also available. Weston Hand Weave is now stocked by local paper merchants, who can provide a sample book or a portfolio of specimens and sample sheets, according to the maker.

Manufacturer: Byron Weston Co., Dalton, Mass.

Big Air Mail Envelopes

Printers and their customers who do overseas business will be interested in a large size air mail envelope developed to speed mail service. Larger air mail packages often are thrown in with regular first class mail because of insufficient markings, but the new Jumbo envelopes are designed for unmistakable identification by post office workers.

Made of white kraft tinted inside for opacity, the Jumbo envelopes carry the official red-white-and-blue air mail design. They are made in open-end and Instan-Seal self-sealing varieties.

Manufacturer: Standard Envelope Mfg. Co., 1600 E. 30th St., Cleveland, O.

Small Static Eliminator

A new model of the Chapman static eliminator has been developed especially for Multilith and Davidson offset duplicators. Called Model A-1, it consists of a ¾-inch inductor bar and a 4x4x6-inch power unit that operates from regular 110-volt a.c. lines. The inductor bar sets up a field of ionized air that neutralizes static charges in the stock going through the press, permitting aligned jogging at maximum press speeds. With an operating current of only 10 milliamperes, the equipment is completely safe, according to the maker. It can be mounted on either machine in a few minutes.

Manufacturer: The Portland Co., 58 Fore St., Portland 6, Maine.

Long-Wearing Floor Mat

Designed to reduce employee fatigue, a new floor mat made of neoprene is said to outwear any similar product made of rubber. Designed with a special nonskid tread on both sides so it can be reversed, the mat is said to have permanent resilience, high electrical resistance, and almost complete resistance to acids, oil, grease, and heat.

Called Neo-Sponge, the product is available in ¼- and ⅜-inch thicknesses and in standard sizes up to 36 inches wide by 10 feet long. Larger sizes can be supplied on special order.

Manufacturer: American Floor Products Co., 4922 Wisconsin Ave. N. W., Washington 16, D. C.

Speedy Plate Preparation

Production time saving is the aim of a new presensitized offset plate just introduced. Called the CFC presensitized plate, it eliminates the need for chemicals, gums, lacquers, etches, or inks. All that is necessary, says the manufacturer, is to expose the plate and then print. The plate shows a visible image and is said to stand up under long runs. The unexposed plate has an indefinite shelf life.

Manufacturer: Charles F. Clerkin Co., New Haven, Conn.

New White Opaquing Fluid

A new correction fluid for preparing copy for photographic reproduction has been developed by Battelle Memorial Institute of Columbus, Ohio. The fluid, an opaque white substance, is simply painted over errors in the copy. It dries quickly, forming a surface on which corrections may be typed, written, or drawn.

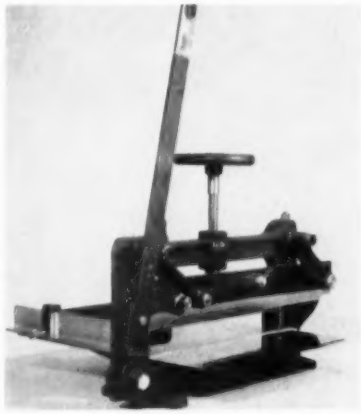
The dried surface is flexible and will not chip or crack, according to the manufacturer. Corrections made with the fluid are said to be undetectable in photographs, producing clean photo-offset and xerographic plates.

Manufacturer: Fototype, Inc., 1400 W. Roscoe St., Chicago 13.

Accurate Speed Indicator

Speed-Trol variable-speed electric motor drives can now be equipped with an electric tachometer for accurate speed measurement. The device, a direct-pickup instrument, includes a signal generator and a speed indicator. Standard calibration of the indicator is in revolutions per minute, but it can also be furnished calibrated in feet per minute or impressions per hour. Speed-Trols are made in ratings from ½ to 30 horsepower for machines that require accurate speed control.

Manufacturer: Sterling Electric Motors, Inc., 5401 Telegraph Rd., Los Angeles 22, Calif.



Hand paper cutter features rugged construction

Manual Paper Cutter

Designed along the lines of larger cutting machines, a new hand paper cutter will handle work up to 14 inches in size. The machine is complete with adjustable, locking back gauge, built in rule, and hand clamp. The balanced operating lever has an automatic latch that locks after each cut.

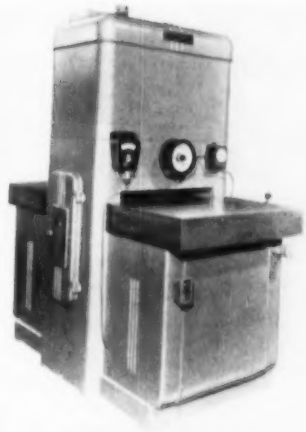
Manufacturer: Michael Lith, Inc., 145 W. 45th St., New York 36.

Protective Hand Lotion

Clean hands for printers is the object of a new product called Glovex. Applied simply by smoothing over the hands, the compound is said to give all-day protection against ink, grease, oil, and dye stains. An ordinary washing with soap and water dissolves the lotion and washes away any stains.

The compound is said to be nonflammable and nontoxic, and it contains lanolin to counteract skin dryness. The manufacturer offers a free sample to printers who request it on their letterhead.

Manufacturer: Glovex Corp., 5407 Penn Ave., Pittsburgh 6.



Single lever operates molding cycle of new press

Hydraulic Molding Press

For platemaking, dry mat molding, and producing molds for electros, the new Trumax hydraulic molding press is being offered in three models. Capacities are 125, 250, and 600 tons. Each is a completely self-contained unit and may be ordered with thermo-controlled oil, electric, or steam heated platens.

The manufacturer recommends the self-contained oil heating unit if accurate temperature control is necessary.

One lever operates the entire molding cycle. The preset pointer of the pressure gauge is wired into the motor circuit so that pressure can be cut off automatically. Pressure is maintained, with the pump switched off, until relieved by the hand lever.

Manufacturer: The Monomelt Co., 1611 N. E. Polk, Minneapolis 13.

Quick Color Proofs

A new system of diazo proofs makes it possible to proof color positives in 15 minutes at low cost, according to the manufacturer. Called Colomat, the material requires no special equipment. It is exposed in a vacuum frame with the usual light source, then dry-developed with aqua ammonia fumes in a sealed box or bottle. Finally, the set of three or four films is overlaid in proper printing order to give a close facsimile of the finished job. Colomat is available in black and six colors, and additional color variations can be obtained by changing the exposure time.

Manufacturer: Unitronics, Inc., 472 Paul Ave., Ferguson Station, St. Louis 21.

Wide-Range Roll Clamp

A new rotating clamp for use on industrial trucks handling paper rolls features extra-large capacity. The clamp is capable of taking rolls with diameters ranging from 12 to 51 inches. It can pick up loads from either a horizontal or vertical position and rotate them as required. The clamp, according to its manufacturer, solves a long-standing need for an attachment that can handle both full-size and butt rolls.

Manufacturer: Elwell-Parker Electric Co., 4205 St. Clair Ave., Cleveland 3.

Offset Units Combine Into Complete Shop

Four new photomechanical units, designed as complete offset facilities when combined with a Chief 20 or 22 press, have been announced by American Type Founders.

The Mastercraft camera, handling images up to 17½x17½, has new features for saving time and simplifying operations. An electronic system focuses the unit for enlargement or reduction. This is the first time automatic electronic focusing has been available on any camera regardless of price, according to ATF.

An electronic detector, called the illumination integrator, measures lighting strength and controls the lens opening. The lens is shut off automatically as soon as the proper amount of light has passed through, thus correcting for lighting changes caused by changes in line voltage.

The Mastercraft developing unit was designed for keeping hot and cold water inflow temperature constant. Its control is automatic. The unit does not operate on a continuous flow. The water is cut off as soon as the temperature is brought to the desired point. Three 20x24-inch trays top a stand that doubles as an enclosed storage cabinet.

The Mastercraft platemaker is described as combining, for the first time, three processing steps in one compact, easy-to-use piece of equipment. The vacuum printing frame, like the camera, has an illumination integrator that automatically lengthens or shortens exposure time to compensate for lighting changes. The rub-up table has a firm base for processing exposed plates. Inside the body of this unit are fixtures which provide fluorescent lighting for the stripping table.

Fourth in the new line is Kwikplate, a compact, portable printing frame that can be set on a desk or table. It has its own fluorescent lighting, a motor-driven vacuum pump, and automatic timer. ATF claims that presensitized plates can be made in from four to eight minutes.

Manufacturer: American Type Founders, 200 Elmora Ave., Elizabeth, N. J.



Portable vacuum frame has built-in light system

Easy-Operating Printing Frame

A new vacuum printing frame, called the Robertson Model F, is an enclosed-panel, floor type that has been designed for faster, easier operation. Complete vacuum can be achieved in a few seconds, according to the manufacturer. An automatic motor control, also available for use with the frame, operates the pump only when the pressure drops below the minimum, thus reducing the running time of the motor.

Constructed of heavy gauge steel, the frame features a single-action handle and lock and a new upper frame support that holds the glass lid while negative and plate are being loaded. The Model F frame is available in a range of sizes from 20x24 to 39x50, and larger sizes can be made to order.

Manufacturer: Robertson Photo-mechanix, Inc., 3067 Elston Ave., Chicago.

Materials Handling Aids

Two new machines are offered for materials handling in the smaller plant. The Grand Shop Caddy is a combination pallet lift and hand truck with a 500-pound capacity. A hand-operated hydraulic mechanism enables it to stack pallets from floor level to 54 inches.

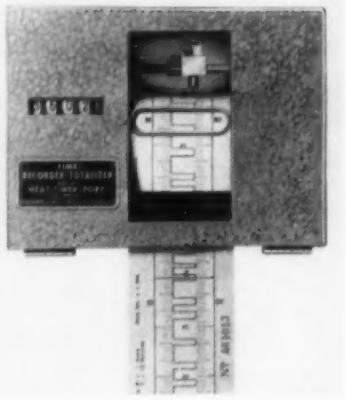
The Grand Lift King is a battery-powered fork or pallet lift stacker. There are 14 models with load capacities up to 3,000 pounds and lifting ranges up to 100 inches.

Manufacturer: Allied Mfg. & Sales Co., 3113 W. Grand Ave., Chicago 22.

Anti-Static Spray Compound

Another product designed to combat static electricity problems in handling paper stock is "Mist," said to be especially formulated to meet static problems that arise in printing. Available in 12-ounce push-button dispensers, the compound is guaranteed not to rust and it will not tarnish equipment.

Manufacturer: Van Son Holland Ink Corp. of America, Mineola, N. Y.



Recorder shows on-off periods and running time

Production Time Recorder

A continuous operation record of presses, folders, and other electrically operated machines is produced by a time recorder and totalizer just introduced. The device produces a permanent record of "on" and "off" operating periods for comparison with production standards. In addition, a totalizer dial shows the total "on" time for the equipment—information that can be used for determining servicing schedules and parts replacement. The device is portable and can be connected temporarily to any machine or mounted permanently.

Manufacturer: Heat-Timer Corp., 657 Broadway, New York 12.

Non-Slip Floor Coating

A non-skid coating now being offered to printers is designed to reduce accident hazards of slippery floors and walkways in pressrooms and other working areas.

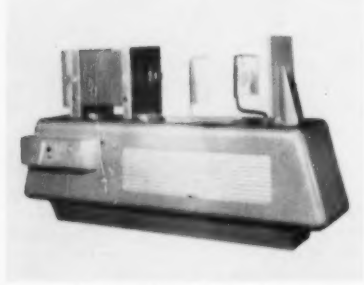
Called NSC, the coating is made of plastic resins and oils, with aluminum oxide granules added. The oxide granules give a good gripping surface even on wet, oily, or greasy areas. According to its maker, NSC can be applied to most surfaces with a paint brush, and no special preparation of the undersurface is required. The coating is said to bond permanently to concrete, wood, metal, tile, brick, or terrazzo.

NSC is made in four colors—red, green, and two shades of gray. It is waterproof and cleans easily with regular soaps or detergents.

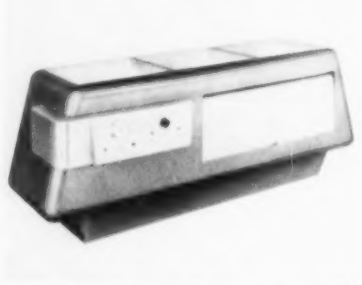
Manufacturer: Walton-March, 21 W. Ontario St., Chicago 10.



Platemaker combines three units in small space



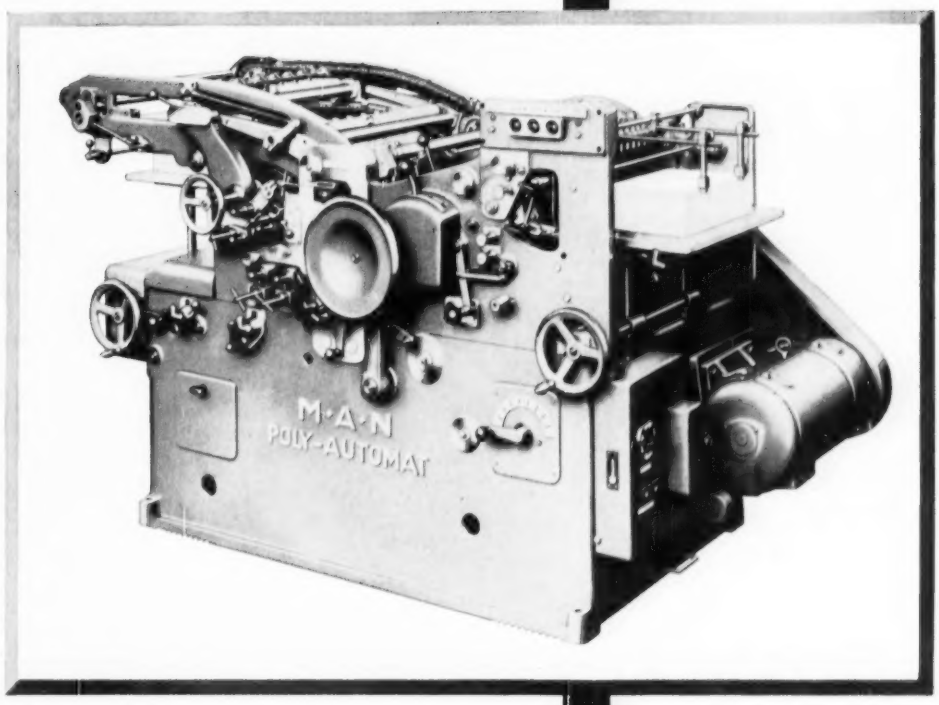
Camera features electronic focusing, exposure



Developing unit has steady temperature control

Now sold and serviced by





THE M·A·N POLY-AUTOMAT

(14½" x 20½" Single Color Cylinder Letterpress)

Maximum size of sheet	14½" x 20½"
Minimum size of sheet	5⅜" x 5⅜"
Maximum size form in chase	12⅝" x 19"
Maximum size form on bed	12⅝" x 20"
Range of operating speed	1400 to 5000
Net weight including motors	4200 lbs.

MILLER PRINTING MACHINERY CO.
1115 Reedsdale St. • Pittsburgh 33, Pa.
Miller Printing Machinery Co. of Canada Limited
730 Bay Street, Toronto 2, Ontario

Dry Offset Press Prints On Inch-Thick Material

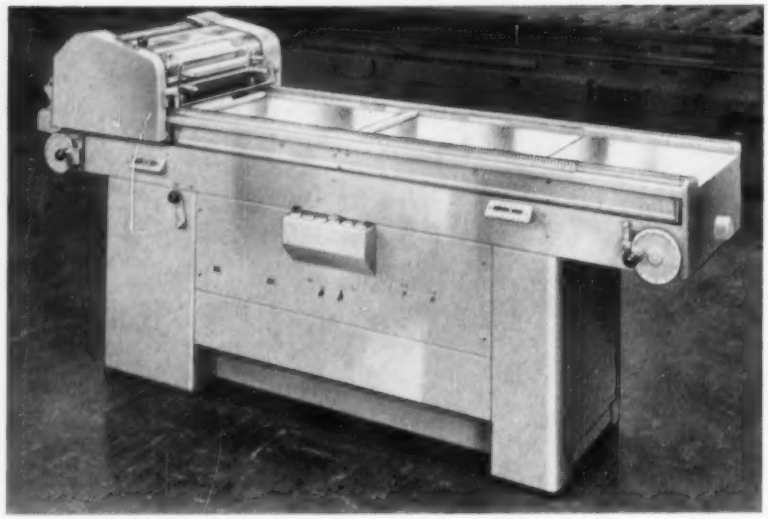
A new dry offset press has been developed by Vandercook & Sons for producing printed circuits, nameplates, and dials.

Called the Vandercook 15-20, the press will print from positive letterpress forms on paper, metal, plastic, or almost any flat material up to an inch thick. Both the plate and work beds are adjustable through a half-inch range.

The machine has a maximum speed of 400 printing cycles per hour. It is provided with automatic dwell, adjustable up to 120 seconds, at each end of the cylinder travel.

The Vandercook 15-20 will take a plate or form up to 14½x20 inches, and it occupies a floor space slightly over 3x8 feet. A ⅓-horsepower motor drives the impression cylinder, and a ¼-horsepower motor is provided for the ink drum.

Manufacturer: Vandercook & Sons, Inc., 3601 W. Touhy Ave., Chicago 45.



Dry offset press prints from positive letterpress forms on any material up to one inch in thickness

New Paper-Handling Aid

Tacky-Finger, a harmless chemical coating for the fingers, is being offered as an aid to paper handling in pressroom and bindery. Said to be greaseless, stainless, odorless, and non-irritating, the product eliminates the need for wet sponges, rubber finger stalls, or glycerine. It absorbs moisture from the air to make paper handling easier. A free sample of the new product is offered to printers who request it on their letterhead.

Manufacturer: Evans Specialty Co., 407 N. Munford St., Richmond 20, Va.

'Stair-Climbing' Hand Truck

A hand truck that "walks" up stairs and ramps has been developed for materials handling in plants without elevators. Called the Stair Cart, the truck has a ratchet mechanism that enables it to roll up stairs step by step as the operator pulls a cable drive in the handle.

The ratchet drive plus two-wheel safety brakes safely double the load a man can move up steps and triple the load he can move down stairs and ramps, according to the manufacturer. The truck has large pneumatic tires that add to ease of operation. Six different models, including a special barrel cart and a complete welding cart, are available for handling various sizes of loads.

Manufacturer: Valley Craft Products, Inc., 750 Jefferson Ave., Lake City, Minn.



Truck "climbs" up stairs as operator pulls cable

Step-and-Repeat Machine

A new step-and-repeat device, the H. Hillmer photocomposing machine, is designed to eliminate the cost of duplicate velox prints and negatives and to save stripping and paste-up time. For producing multiple-print forms for letterpress or offset, the machine makes contact exposures in three seconds with a new type of lamp.

Both the lamp housing and negative holder operate in a stationary position over the film bed, which moves forward or backward, left or right, to accurately preset positions. Stops can be placed as close as ⅜-inch. The machine will take negative or positive copy up to 8¾ inches square, and it has a maximum printing size of 17½x22½ inches. An accurate register punch, measuring unit, vacuum pump, and motor are included as standard equipment.

Manufacturer: Printing Engineers, Inc., 2961 Farnam St., Omaha 2, Neb.

Small Offset Fountain Divider

To provide more flexibility in operating small offset presses, a Page fountain divider has been developed for the Davidson 14x17 Model 233 press. The manufacturer plans a complete line of fountain dividers for Multilith, Davidson, Miehle, ATF, and Harris small offset presses.

The fountain divider for the Davidson Model 233 is said to have all the features of dividers made for larger presses. It is precisely machined from special aluminum alloy. The divider can be used both for multicolor work and for reducing the fountain size.

Manufacturer: Bar-Plate Mfg. Co., Boston Post Rd., Orange, Conn.

Heavy-Duty Padding Press

Especially designed for snap-out business forms, a new heavy-duty padding press can be used also on all regular padding jobs in the bindery. A feature of the press is a powerful drying unit mounted above the platen. The manufacturer says the unit can dry a one-coat job in less than three minutes and a two-coat job in about five minutes. It is not necessary to use a special padding compound.

The machine can take a pile 22 inches wide and 25 inches high. The platen can be moved quickly to the top of the pile, and only two or three turns of the hand crank are required for full padding pressure. Because the platen applies pressure only along the edges of sheets, the danger of carbon smearing is reduced.

Manufacturer: Preferred Pressroom Products, Inc., Box 944, Lynn, Mass.

Double-Coated Tape Converter

A new snap-on attachment permits using double-coated pressure-sensitive tape in dispensers designed for single-coated tape. Called Model M-75, the conversion unit consists of two steel guides and a liner rewind arm that snap into place on the standard dispenser. It will accommodate Scotch brand double-coated paper or cellophane tape in widths from ¼- to 1-inch.

Manufacturer: Minnesota Mining & Mfg. Co., 900 Fauquier St., St. Paul 6.

Novel Envelope Stocks

Ribtone and Gatortone are the names of two envelope stocks just introduced for direct mail advertising use. The envelopes feature stripes and alligator-skin designs, respectively, reproduced through a combination of embossing and tinting. The result is a raised, colored design on white paper. The envelopes are available in a wide range of color combinations and in both standard and special sizes and shapes.

Manufacturer: Columbia Envelope Co., 2009 N. Hawthorne Ave., Melrose Park, Illinois.

Atomic Energy Discussion to Highlight TAGA Meeting

Expanding use of atomic energy in the graphic arts industry is inevitable. The big problem is not application but education. That's the forward look which U. S. Radium Corp. research consultant Dr. J. R. Bradford is due to stress at the 7th annual meeting of the Technical Association of the Graphic Arts May 9-11 in Boston's Somerset Hotel.



George S. Hammer
TAGA Secretary



George L. Erikson
TAGA President

Dr. Bradford discussed atomic engery at last year's meeting in Milwaukee. At the coming parley he will bring TAGA up to date on the use of radioactive tracers, gauges and static eliminators. He will report that radio-isotopes used with polonium and radium D have sharply reduced radiation hazards stemming from static eliminators, and that blower type units have eliminated static from areas never before accessible with previous methods of static elimination.

In a preview of his paper, Dr. Bradford listed the purposes for which radioactive tracers have been used. They include measuring ink distribution on presses and plates, litho surface activation, wear, adhesion, absorption, water creep, color migration, film and gelatin distribution and breakdown. Radioactive thickness gauges have been used for measuring ink films, paper, glass, metal, gelatin, coatings, fluid and liquid levels.

W. P. Greenwood (left, below) and George S. Hammer are two of planners working on TAGA convention; both are with Forbes Lithographing



Clifton R. Sprague and Russell L. Burnham (left) of Hartford Fire Insurance Co. printing department point out press sheet details to members of Presco Printers, Junior Achievement company sponsored by Graphic Arts Association of Connecticut. Presco members are all high school juniors and seniors



TAGA speakers will cover many other topics. On the list are press design problems, xerography, faster and cheaper color reproduction, control of moisture in the litho process, use of glass fibers for making paper, and measurement of ink drying on coated book papers.

Other subjects, with speakers indicated, will include ink transfer during printing, Charles Borchers, Lithographic Technical Foundation; litho print graininess, George Jorgensen, LTF; litho press dampening systems, William H. Wood, Harris-Seybold Co.; electronic color correction, H. E. Rose, Radio Corp. of America; use of the LTF Inkometer, R. V. Shalvoy, Stecher-Traung Lithograph Corp.; dry offset, David Lewis, American Newspaper Publishers Association, and application of masking letterpress and printing by the electronic scanner, J. G. Gordon, Time, Inc.

Third-day field trips will take registrants to the research and development department of Godfrey L. Cabot, Inc.; Graphic Arts Research Foundation, Inc.; Massachusetts Institute of Technology; *The Christian Science Monitor* plant, and Cumberland Mills of S. D. Warren Co., where the visitors will participate in the firm's 100th anniversary celebration.

Banquet speaker will be John Gould, *Monitor* columnist. General convention chairman is Merrill N. Friend, plant research engineer, Spaulding-Moss Co. Papers committee chairman is Robert M. Leekley, associate director, Springdale Laboratories Division of Time, Inc.

PIA Trade Binders Section Sets Initial Meeting in Pittsburgh

The first meeting of the new Trade Binders Section of Printing Industry of America, Inc., has been set for April 18-19. The meeting will be at the Hotel Sherwyn, Pittsburgh.

Joseph Kinlein of Optic Bindery, Baltimore, provisional president of the section, has invited all trade binders to attend the initial meeting whether or not they are currently members of PIA. The program will include a talk, "What's Ahead for Trade Binders," by Samuel D. Brown of the New York Employing Printers Association, and a discussion of future activities of the section.



Devoted to timely items concerning men and events associated with printing. Copy must reach editor by 15th of month preceding issue date



Chicago Book Clinic officials examine two of the top-scoring books chosen by judges for the 6th Annual Chicago Midwestern Bookmaking Show: (from left) the Rev. John Amberg, Loyola University Press; Philip J. Kober of Encyclopaedia Britannica, Inc., Clinic president; and Raymond S. Schultz of E. C. Schultz & Co., chairman of the 1955 exhibit. Winning books will be on display in Chicago during May



Shown after concluding affiliation agreement that linked two inkmaking firms, Sinclair & Valentine Co., New York, and R. Collie & Co., Melbourne, Australia, are (from left) Rudolph H. Gathman, export manager, S & V; J. E. Gamble, Collie's assistant managing director; and M. J. Leckey, S & V president

The 13th Exhibition of Printing, staged by New York Employing Printers Association during Printing Week, displayed commercial printing by all processes. Viewing one section of the exhibit are (from left) Ferdy J. Tagle, principal of the New York School of Printing; Charles A. McNally, president of Allied Printing Trades Council of Greater New York; Ed Blank, president of New York Craftsmen's Club; G. A. Phillips, president of the New York Advertising Club; and C. E. Schatvet, NYEPA chairman



Research and Engineering Council to Meet May 11-13

The Research and Engineering Council of the Graphic Arts Industry is rounding out plans for its fifth annual meeting May 11-13 at Boston's Somerset Hotel. For the first time in the Council's history there will be a display of selected exhibits.

The remainder of the program readied so far calls for three take-your-choice tours of plants and laboratories, and a joint session of executive, planning, and publication committees.

This session will feature committee reports on the progress of research and engineering projects. Also planned are reviews of research and engineering done by graphic arts laboratories and plants in foreign countries as well as the United States.

The final day's program will deal with plant maintenance, painting and lighting, and standardization of equipment controls and signaling devices.

The planning group chairman is Dwight L. Monaco, McGraw-Hill Publishing Co., New York City. Serving with him are Lithographic Technical Foundation's W. E. Griswold; W. W. Garth, Jr., Graphic Arts Research Foundation, Inc.; Samuel F. Chernoble, Comet Press, Inc.; Walter S. Reed, Dexter Folder Co.; Alan S. Holliday, Craftsmen, Inc.; P. J. Bernard, H. Wolff Book Mfg. Co.; Christian E. Burckel, Christian E. Burckel & Associates; J. Wallace Scott, Jr., Allen, Lane & Scott; and William Baumrucker, Jr., *Boston Herald-Traveler*.



Robert E. Rossell



Dwight L. Monaco

Council managing director Robert E. Rossell advises early registrations. The council address is 719 Fifteenth St., N.W., Washington 5, D. C.

Craftsmen Developing Plans For Atlantic Coast Group

Plans for setting up an Atlantic Coast Society of the International Association of Printing House Craftsmen were proposed at a February meeting of Second and Fourth District representatives in Philadelphia, with John Osias of Richmond, Va., and Edward Blank of New York City serving as acting cochairmen.

A projected constitution and by-laws were reviewed for presentation at the Atlantic Coast Conference April 29-May 1 in Berkeley-Carteret Hotel, Asbury Park, N. J., where the Newark, N. J., club will be host to Second and Fourth District delegates.

Eastern Seaboard Printers At Virginia Beach May 5-7

Morning study of printing management problems, spiced with afternoon and evening entertainment, is the recipe for the Eastern Seaboard Conference of the Graphic Arts Industry.

This annual week-end event will bring together printers, suppliers, and association executives from Washington, Philadelphia, Wilmington, Newark, New York and other points along the Atlantic Coast.

The meeting place selected is the Cavalier Hotel at Virginia Beach, and the time is May 5-7.

Three speakers are listed for the first session. George D. Beck, Beck Engraving Co., Inc., Philadelphia, will discuss printing management's top problems. The significance of management attitudes and methods will be pointed out by Charles E. Schatvet, president of Guide-Kalkhoff-Burr, Inc., and board chairman of the New York Employing Printers Association. From the Virginia State Chamber of Commerce will come its executive director, Berbon Kemp, who will review recent economic trends along the eastern seaboard.

Two panels are slated for the second morning. Assigned to tell the why and how of gearing production with sales are Willard Brown, Judd & Detweiler, Inc.; Joseph Cangelosi, National Publishing Co., Inc., and Steve Smith, Kaufman Press, Inc., all of Washington, D. C.

A trio of industrial relations executives, serving on the other panel, will share their knowledge of shop personnel selection and training policies. They are Edmund G. Flynn, Printing Industry of America; John Seybold, Printing Industries of Philadelphia; and Matthew A. Kelly, New York Employing Printers Association.

Philadelphia Craftsmen, at their 45th anniversary banquet, presented their "Share Your Knowledge" gold medal and citation to Vic Seixas, Davis Cup tennis champion and native of Philadelphia. Admiring the medal are (from left) Mr. and Mrs. Seixas and Harry Seeburger, president of the Philadelphia club. The club presents the award every year to a famous person



Spring Meeting in Kansas City Set by Association Leaders

Members of the Graphic Arts Trade Association Executives are completing plans for their annual spring meeting, according to Richard A. Stout, president of the group. The meeting will be held May 25-26 at the Hotel Muehlebach, Kansas City.

High point of the session will be a testimonial dinner May 26 honoring Oliver Wroughton, former manager of the Kansas City Graphic Arts Association and an honorary member of GATAE. Ferd Voiland, Jr., Kansas state printer and third vice-president of the International Craftsmen, will speak at the Wroughton dinner.

Arrangements for the convention are being made by Burdette Yeo, Kansas City; Fred E. Winsor, St. Louis; and Wade E. Griswold, New York.

Carnegie Tech Invites Alumni

Alumni of Carnegie Tech's School of Printing Management will gather for a homecoming and seminar on the Tech campus in Pittsburgh April 29-30. Purpose of the seminar is to provide a "post-graduate refresher session" for alumni. Carnegie Tech graduates include over 200 presidents and top executives of graphic arts establishments.

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OVER 35 BRANCHES PROVIDE SERVICE FROM COAST TO COAST



Industry leaders taking part in recent wage stabilization talks in Chicago included (seated, from left) James Doyle, president, Franklin Union 4; Carl E. Dunnagan, president of Inland Press; Joseph J. Seppi, president of Chicago Printing Pressmen's Union 3; (standing) Henry L. Coco, secretary of the Chicago Allied Printing Trades Council; Joseph Wesol, secretary and general manager of Robert O. Law Co.; Henry J. Wolf, president of Service Typographers and Franklin Association head; and George M. Houlihan, who recently was named Franklin Association secretary and general manager



Attending the 15th coaching conference for training instructors in LTF-PIA Foreman's Management Program were (seated) W. L. Braasch, Institute of Newspaper Operations, Louisville, Ky.; R. R. Hackford, Colonial Press, Clinton, Mass.; W. M. Allen, National Blank Book Co., Holyoke, Mass.; C. W. LaBlanc, Research Institute of America, New York; J. S. Williams of Williams & Marcus, Philadelphia, chairman of Foreman's Management Committee; W. J. Henretty, Printing Industry of Twin Cities, St. Paul; (standing) George Regan, Meredith Publishing Co., Des Moines; John Moore, Western Lithograph Co., Wichita; D. L. Jacobs, Graphic Arts Assn. of Illinois, Chicago; John J. Dougherty of Western Printing & Lithographing Co., Poughkeepsie; and Bernard J. Taymans and Donald E. Sommer of Printing Industry of America, Inc. Conference meeting was held in Chicago during first week in February

Part of group of German printers who toured printing plants in the eastern half of the country hear Frederick J. Amery, typography instructor, explain student work at Carnegie Institute of Technology



Chicago Unions Extend Contracts to June 1956 Without Wage Increase

Chicago is now generally recognized as the printing center of the world. More commercial printing is produced in Chicago than anywhere else in the country, or in any other country. And in order to keep it that way, seven printing trades unions have extended their contracts to June 1956 without a wage increase.

These seven unions and the employers' association have been meeting jointly for the last three months working out an effective curb to the inflationary spiral which was being felt by the printing industry. The unions and employers agreed that if something was not done to stop this upward surge of costs, it might eventually drive buyers of printing out of the market.

After many meetings, much hard work, and mutual compromise, it was agreed that all of the 1953 contracts, which were due to expire in 1955, would be extended until June, 1956. In the case of some unions this meant an extension of contract for 18 months without a wage increase. The only benefits the unions will receive during the term of extension will be dependent coverage under an existing insurance plan effective on the date that their contract would otherwise have expired.

The unions that negotiated jointly with the Franklin Association of Chicago (employers' group) are the Chicago Printing Pressmen's Union No. 3, Bookbinders' and Paper Cutters' Union No. 8, Franklin Union No. 4, Chicago Mailers' Union No. 2, Bindery Women's Union No. 30, Bindery and Specialty Workers' Union No. 182, Chicago Paper Handlers' No. 2.

The contracts these unions have with the Franklin Association cover 6,000 pressroom, bindery and mailing employees in approximately 250 commercial printing companies in the Chicago area. The Typographical Union's contract covering 2,800 employees is also not open for negotiations until June 1956.

At the formal signing, Henry J. Wolf, president of the Franklin Association of Chicago, declared, "This is the most important step ever taken by the unions and management in the Chicago printing industry. This stabilization program will insure fuller employment by enabling us to keep present printing buyers in the Chicago market and aid us in bringing in new ones. This is labor-management cooperation at its highest level of mutual understanding."

Henry L. Coco, secretary-treasurer of the Chicago Allied Printing Trades Council, speaking on behalf of the unions, said, "By mutual understanding and sacrifice, we have been successful in joining together with the employers in establishing this stabilization program. To me, this proves that unions and management can work together harmoniously, in ironing out their mutual problems for the betterment of the industry, on a voluntary basis, without the need of oppressive legislation."



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NEKOOSA-EDWARDS PAPER COMPANY, PORT EDWARDS, WISCONSIN





First prize winner in Minneapolis Printing Week judging was this window display by Lund Press, Inc. Window emphasized the wide range of Lund Press production, including booklets, direct mail pieces

INTERNATIONAL PRINTING WEEK

January 15-21

Stamp Contest

For the purpose of stimulating activity in 1956 Printing Week, the International Association of Printing House Craftsmen is again sponsoring a Printing Week Stamp Contest. It is open to anyone engaged in the graphic arts or allied industries. Rules of the contest are given in detail below. The design receiving the first place award will be the official emblem of 1956 Printing Week. Each succeeding year the official emblem has become increasingly popular and more widely used by all branches of the graphic arts industry. Winning awards will be made at the Cincinnati convention in August, 1955.

RULES

1. Anyone connected with the graphic arts or allied industries is eligible to enter the contest.
2. Size of stamp is 1x1 ⅝ inches; size of finished drawing is 3x3 ⅝ inches; drawing must be in black and white—no screens.
3. Design and copy should be appropriate to International Printing Week and should include the words "Printing Week" as well as the dates, January 15-21, 1956.
4. Entries should be mailed to: 1956 Printing Week Stamp Contest, International Association of Printing House Craftsmen, Inc., 307 E. Fourth Street, Cincinnati 2, Ohio.
5. Deadline for entries is June 30, 1955.
6. Three recognized printing industry leaders will judge the contest.
7. First-place winner of the contest will receive a trophy with appropriate inscription. Certificate awards will be made to the other winners as may be determined by the 1956 International Printing Week Committee. Presentation of the awards will take place at the International convention in Cincinnati.
8. All entries will become the property of the International Association of Printing House Craftsmen, Inc. Decision of the judges is final.

Pacific Coast Typesetters Attend Management Talks

Three symposiums were featured at the Pacific Coast Conference of the Typesetting Industry March 25-26 in Los Angeles. First-day topics were coöperative advertising for building business, typography as a part of typesetting, taking over printers' composing rooms, transparent proofing, figuring selling prices, "Should we allow a trade discount to any customers?" and "Is type metal the sinkhole of our business?"

Conferees also discussed the profit value of good accounting and reviewed phototypographic developments. They consider where future journeymen would come from and whether all plants are training their quotas of apprentices. Other subjects were productive time records and a comparison between hour and piece rate selling.

ITCA president Harold L. McGirr, Morris & Walsh Typesetting Co., New York City, gave reasons for believing that 1955 can be the trade's biggest year. New Yorker Maxwell J. Baumwell stressed the value of type face directories. Joseph L. Baarlaer, Cincinnati Typesetting Co., told how best to use the camera as a composing room tool.

Other speakers were Ace Adams, Ludlow Composition Co., Los Angeles, and ITCA first vice-president Harold R. Dantuma, Reliance Typesetting Co., Chicago. Session leaders were Mr. McGirr, Mr. Dantuma and Robert H. Willison, Typographic Service Co., Los Angeles.

The conference was sponsored by the Trade Compositors and Typographers Group of Los Angeles and the International Typographic Composition Assn.

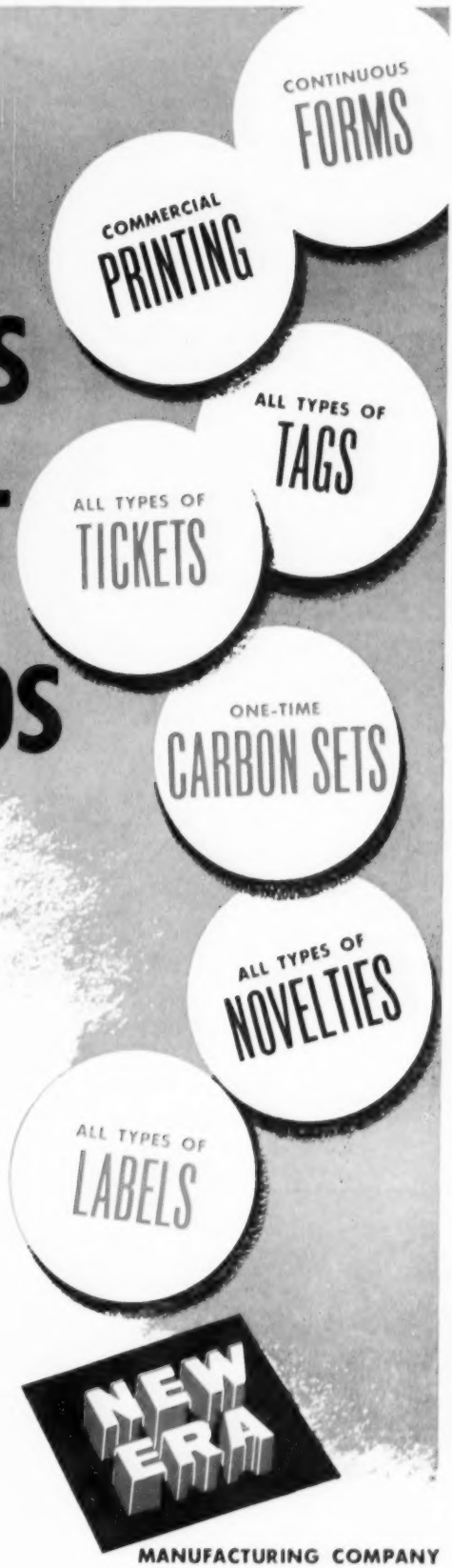
PIA Web Offset Section Meets

Members of Printing Industry of America's Web Offset Section met Mar. 24-25 in Rochester, N. Y. After a round of business and technical sessions, the group toured the printing and graphic arts research departments of Rochester Institute of Technology.

John R. Gordon (left), president of Printing Industry of Winston-Salem, presents copy of *(R)evolution in the Printing Industry* to Paul Ballance, director of Winston-Salem City-County Library. Association also presented copies of book, which analyzes modern printing industry, to local high schools as part of the 1955 Printing Week



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FLAT-BED LETTERPRESS

It's truly amazing to see! The New Era web-fed, flat-bed letterpress and auxiliary units turn out *hundreds* of different types of printing jobs . . . producing each job as if the press was specially designed for only that job. What's more, change-over from one job to another and makeready are so fast and easy that it's a printer's dream. These hundreds of jobs can be produced at 7,500 impressions per hour in *any number of colors* on one or both sides in a *single run*—with *flat* electros, type, rubber or plastic plates. There's no limit to size as with a rotary press. And the New Era press handles paper, board, silk, cotton, and other materials.

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At the same time that it prints, the New Era Press punches, die-cuts, slits, patches reinforcements, eyelets, perforates, and numbers—with the finished product completed in one operation and delivered cut-off, rewound, or zig-zag folded. See for yourself. Write on your letterhead for your free copy of the New Era Bulletin today.

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376 Eleventh Avenue, Paterson, N. J.

U. S. Now at Crossroads, Zellerbach Tells APPA

The United States has come to a crossroads where it must decide whether to lead the free world to expanding production and markets or permit it to lapse into intensified economic nationalism and political division.

So said Crown Zellerbach Corp. president J. D. Zellerbach at the American Paper and Pulp Association's 78th annual convention. He believed that failure to assert such leadership would tend to confirm Russian predictions "that the free world will eventually tear itself apart by a naked struggle for markets and economic existence."

Mr. Zellerbach rated the threat of foreign competition against the paper industry as greatly exaggerated. He doubted that even removal of all tariffs on paper and paper products would have much effect on domestic output.

APPA sessions at New York City's Waldorf Astoria Hotel during the week of Feb. 21 rolled up a 2,000-plus registration. The Technical Association of the Pulp and Paper Industry's 40th annual meeting at Hotel Commodore scored a record attendance of some 2,200.

APPA executive secretary E. W. Tinker forecast that world demand for American paper products will become almost insatiable. "Substitutes for wood pulp are being given almost hysterical consideration," he said. "Logical answer is full development of the Canadian and United States industries. On the basis of forestry programs in both countries, I think our output can be doubled over the next decade."



Donald S. Leslie



J. D. Zellerbach

Hammermill Paper's president Donald S. Leslie was reëlected APPA president. Serving again as first vice-president is Reuben H. Robertson, Jr., president of Champion Paper and Fibre Co. Fifteen vice-presidents were elected.

Mr. Leslie pointed out that foreign demand for United States pulp and paper products grew substantially last year, when output hit a new high of 26,657,000 tons. He foresaw production of some 27,500,000 tons this year if the high level of business activity is realized. He quoted the Stanford (University) Research Institute's estimate that output by 1975 will be 46,000,000 tons.

Writing Paper Manufacturers Association executive secretary M. C. Dobrow reported that last year's estimated fine paper output was 1,324,000 tons. That was two per cent higher than 1953 but below the 1951 record of 1,366,425 tons. This drop was due largely to decline in government paper needs.

Mr. Dobrow said there is every reason to expect that fine paper production this year will be three to four per cent above 1954, achieving a new high.

The Salesmen's Association of the Paper Industry elected International Paper's Larrence E. Graham president. The award for outstanding service was presented to membership committee chairman John F. King of Hollinsworth and Whitney Division, Scott Paper Co.

TAPPI elected Karl O. Elderkin president and W. D. Harrison vice-president.



Larrence E. Graham



Karl O. Elderkin



The Vandercook 15-20

for Printed Circuits — Name Plates — Dials

Makes the most of the dry offset process through fine ink distribution and extremely accurate control of impression to and from blanket by means of wedge type adjustable beds. Will print on practically any material up to one inch in thickness.

SPECIFICATIONS

Distance between Bed and Cylinder Bearers...15½"
Maximum Plate or Form Size.....14½"x20"x1"
Maximum Work Size.....14½"x20"x1"
Motors.....one ½ H.P. and one ¼ H.P.
Maximum Speed.....400 Per Hour
Floor Space.....5'2"x8'2"

VANDERCOOK & SONS, INC.

General Offices, Research Laboratory, Demonstration Room & Factory
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Eastern Office & Demonstration Room
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3156 Wilshire Blvd., Los Angeles 5, Calif. Phone: DUnkirk 8-9931

VANDERCOOK *Minimum Makeready System*

Mr. Elderkin is general manager and a vice-president of Bowaters Southern Paper Corp., Calhoun, Tenn., Mr. Harrison is Riegel Paper Corp. vice-president in charge of production.

TAPPI's medal was awarded to Vance P. Edwardes, Corinth, Wash.

TAPPI ran off a long list of committee and divisional sessions. F. D. Long, Container Corp. of America, chaired the converting and consuming division session. Topics and chairmen were: graphic arts, C. A. Morton, West Virginia Pulp and Paper Co., Chicago; coating, R. T. Trelfa, Watervliet Paper Co., Watervliet, Mich.; wet strength, K. W. Britt, Scott Paper Co., Chester, Pa.; plastics, R. T. Nazzaro, Westfield River Paper Co., Russell, Mass.; and corrugated containers, Burt Mendin, Cornell Paperboard Products, Milwaukee.

J. J. Forsythe, International Paper Co., Niagara Falls, N. Y., led a discussion of deinking. Henry J. Perry of Waste Paper Utilization Council, New York City, compared paper stock grades with special attention to sources of major contamination that makes waste stock unfit for use as raw material for paper mills. Other subjects studied by the groups included wax testing, fundamental research, statistics, plastics-paper combinations, bleaching, preparation of papermaking materials, and packaging materials testing.

APPA's affiliated groups held their annual meetings. These included American Pulpwood Association, Association of Pulp Consumers, Blotting Paper Manufacturing Association, Coated Processed Paper Association, Glassine and Greaseproof Manufacturers Association, Kraft Paper Association, Paper Napkin Association, Writing Paper Manufacturers Association, WPMA Thin Paper Group, and New York and Eastern Envelope Manufacturers Association.

LNA Competition Winners To Be Shown in Chicago

Judging of 1,700 entries in the Fifth Lithographic Awards Competition and Exhibit was completed last month in Chicago. Lithographers National Association, sponsor of the competition, said that winners will be announced officially at an exhibit opening May 9 at the Marshall Field department store in Chicago.

This year's contest was under the direction of Vernon K. Evans, chairman of LNA's Lithographic Promotion committee, and C. A. Nordberg, chairman of the Awards & Exhibit committee.

Entries were judged by 38 experts in production, design, and lithography. The judges' panel was headed by Frederick J. Wachter, vice-president of Erwin, Wasey & Co., Chicago advertising agency.

The judges were divided into six teams that evaluated the lithographic excellence, art and design, and functional value of the entries in 44 classifications of lithographic material produced during 1954.

Following the opening exhibit in Chicago, the awards winners will be seen at the 50th annual convention of LNA. The convention is set for June 20-22 at the Lake Placid Club, Lake Placid, N. Y.



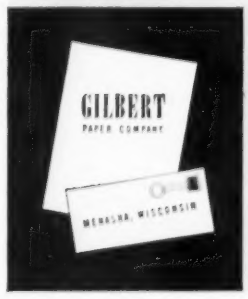
Matched Business Stationery

gets more attention, too!

Make your customer's business correspondence "sing" with a smartly designed heading against a background of crisp, sparkling Gilbert new cotton fibre paper. A continuity of this quality impression should be carried throughout all of his business correspondence forms reflecting a well organized, alert, and efficient organization.

Gilbert new cotton fibre bond papers of unmatched brightness and crisp cockle finish are available through leading paper merchants everywhere.

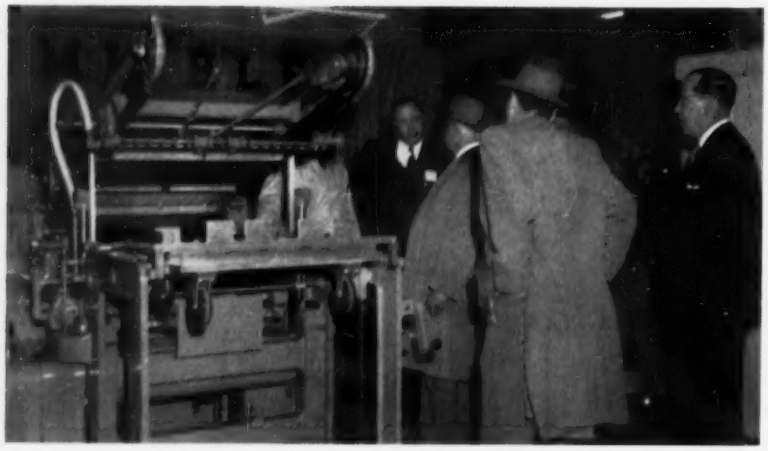




Gilbert

BOND PAPERS

Lancaster... Radiance... Resource... Gilbert



Visitors inspect a press on display at the open house conducted in Chicago by Miehle Printing Press & Mfg. Co. Demonstration of four types of presses is scheduled to continue until April 16

INTERNATIONAL PRINTING WEEK

JANUARY 15-21

Poster Contest

The 1956 International Printing Week Poster Contest is an opportunity for design-minded graphic arts people to do the industry a great service and to get real recognition for their efforts. Sponsored by the International Association of Printing House Craftsmen, Inc., this contest will result in the selection of a prize-winning poster to be displayed widely throughout the United States and Canada. Copy details and contest rules appear below. Enter now!

RULES

1. Anyone connected with the graphic arts or allied industries is eligible to enter the contest.
2. Size of poster is approximately 14x22 or 22x14 inches; a bleed design would trim slightly under these dimensions; a finished layout is acceptable; illustrations limited to line; no halftone screens; limited to two colors.
3. Copy shall include the words "International Printing Week, January 15-21, 1956"; an area designated on the poster for reproduction of the winning 1956 Printing Week Stamp at least double the original size (1x1⅛ inches); the craftsmen's emblem in any form; a blank space for imprinting by the local sponsoring group.
4. Entries should be mailed to: 1956 Printing Week Poster Contest, International Association of Printing House Craftsmen, Inc., 307 E. Fourth St., Cincinnati 2, Ohio.
5. Deadline for entries is June 30, 1955.
6. Three recognized graphic arts industry leaders will judge the contest.
7. First place winner of the contest will receive a trophy with appropriate inscription. Certificate awards will be made to the other winners as may be determined in number by the 1956 International Printing Week Committee. Presentation of the awards will take place at the International convention in Cincinnati in August.
8. All entries will become the property of the International Association of Printing House Craftsmen, Inc. Decision of the judges is final.

How Air Conditioning Aids Quality Control

(Concluded from page 47)

tributes this large volume of air over the extensive pressroom without setting up drafts or dead spots of stagnant air.

The central point of the Berlin Press conditioning system is the centrifugal refrigerating machine located in a room next to the loading dock. This machine circulates chilled water to all nine of the Weathermaker units located on the roof. The Weathermakers are fan-coil type conditioners that are made up of individual sections for greater flexibility. At Berlin Press, they are supported by a structural steel framework, but they also may be hung from the ceiling or mounted directly on the floor, as in the Eureka Specialty plant.

Both the Berlin Press and Eureka Specialty installations are typical of what can be done to control production conditions in modern printing plants. But neither of these installations should be considered as the only type of application possible.

What every printer wants, when he considers air conditioning, is a system that will give the best results in his plant for the most economical cost. The best way to achieve this aim is to consult the manufacturers of air conditioning equipment. Their engineers can interpret the individual problems of a plant and recommend the equipment that will be most economical and efficient.

ATF Midwestern Manager, Roy J. Kirby, Retires

Roy J. Kirby, well-known in graphic arts circles throughout the country, retired April 1 as midwest branch manager for American Type Founders Sales Corp. A 35-year employee of ATF, he had been midwest manager since 1941. Mr. Kirby began as a printer's devil in 1912, and he joined the ATF Denver office in 1920. Subsequently, he was Denver branch manager, the western machinery manager, and national machinery sales manager at the company's home office in Elizabeth, N. J.



Roy J. Kirby

Long active in Craftsmen's activities, Mr. Kirby joined the Denver club in 1925 and later transferred his membership to the San Francisco and Chicago clubs. He was a board member of the Chicago club for six years, and served also as educational chairman, first vice-president, and president. He was president of the Printers Supplymen's Guild of Chicago in 1948.

PLAN FOR QUALITY



"Spring in the Valley" by Edw. Wilson

While spring is infusing new life and beauty into all the world about us, give new life and beauty to your printed sales work by planning it for quality above price, and producing it on a Cantine's Coated Paper. Cantine's coating makes *things look so much better!*

Cantine's COATED PAPERS

THE MARTIN CANTINE COMPANY

Specialists in Coated Papers Since 1888

SAUGERTIES, N. Y. and NEW YORK CITY (In Los Angeles and San Francisco: Wylie & Davis)

LETTERPRESS	OFFSET-LITHO
Hi-Arts	Hi-Arts Litho C.1S.
Ashokan	Zenagloss C.2S.
M-C Folding Book	Zenagloss Cover C.2S.
M-C Folding Cover	Lithogloss C.1S.
Zena	Catskill Litho C.1S
Catskill	Catskill Offset C.2S.
Velvetone	Esopus Postcard C.2S.
Softone	Esopus Tints
Esopus Tints	
Esopus Postcard	

MAKES A

WHALE

OF A DIFFERENCE



1719 North Damen Avenue, Chicago 47, Illinois
EXPORT: Guiterman Co., Inc., New York 4
CANADA: Canadian Fine Color Co., Ltd., Toronto

Setting New Standards in

GALLEY UNIFORMITY



and Accuracy

Choice of

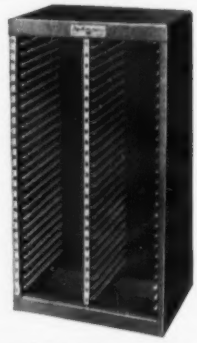
BLACK BEAUTY STEEL
The Rust Resistant Steel of greater accuracy, at competitive prices, or

ALUMINIZED STEEL
of high precision uniformity, at slightly higher cost.

•

ALL HAVE MAYVILLE'S EXTRA QUALITY FEATURES — Safety Rolled Edges and — Reinforced Corners!

ALL STEEL
GALLEY CABINETS
with One-Piece Full Length Galley Supports
Reinforced Construction
25-50-100 Galley Sizes



Special Size Galleys and Galley Cabinets Made to Order

OTHER QUALITY MAYVILLE PRODUCTS
Movable Stock Racks — Offset Filing Cabinets
Several Excellent Dealer Territories Still Available.

See Your Dealer or write for literature

Mayville METAL PRODUCTS CO.
MAYVILLE, • WISCONSIN



PIA of Los Angeles has a new $50,000 building with plenty of facilities for 450 association members

New Los Angeles PIA Building Completed

The Printing Industries Association of Los Angeles is now in a new $50,000 building, headquarters for the 450 members of its organization. An open house was held recently to dedicate the new two-story structure.



Henry Henneberg

Special facilities include about 3,500 square feet of building floor area with parking facilities; separate offices for the staff; a new drop-cord type switchboard and a large conference hall covering the entire second floor which will be used for labor negotiations, education classes and meetings.

Peter S. Fry, recently reëlected as president of PIA of Los Angeles, praised Ace Adams, chairman of the building committee, for his work in bringing the building project to completion after many months of planning. Adams was presented with a plaque in recognition of his services to the association.

Henry Henneberg, PIA general manager, said, "Completion of the new headquarters represents a major step forward for the graphic arts industry in Southern California and the 450 PIA members."

Mr. Henneberg became general manager eight years ago after a year with the Master Printers Section of Printing Industry of America in Washington, D. C., as executive secretary. He had previously served as three years in the Adjutant General's Department of the Army in personnel work. He is a graduate of the University of Missouri.

Mr. Henneberg is a member of the Los Angeles Club of Printing House Craftsmen, a past president of Graphic Arts Trade Association Executives, and is an ex-officio member of the Printing Industry of America executive committee.

Membership in the Los Angeles association has increased from 114 to about 450 since Mr. Henneberg took over.

Craftsmen's Board Okays 1955 Convention Program

Board members of the International Association of Printing House Craftsmen, at their midyear meeting, approved the educational, technical, and entertainment programs set up by the Cincinnati convention committee. The 36th International Craftsmen's convention will be held Aug. 7-10 at Cincinnati's Netherland Plaza Hotel.

A balanced educational and technical program is being arranged by A. E. Price, program committee chairman. Mr. Price, sales manager of Ander Chemical Co., is a former president of the Cincinnati Craftsmen's club. The convention program is being arranged to include personnel leadership subjects as well as technical topics in the graphic arts field.

On the recreational side, visiting Craftsmen can arrange to see big-league baseball Aug. 6-7 between the Cincinnati Redlegs and the New York Giants.

As a special convention attraction, an "Over the Rhine" party is being planned by the Cincinnati committee. The party will re-create the Old World atmosphere of hospitality for which the city was famous in the days before World War I.

Master Printers Section Holds Regional Session

Printing Industry of America's Master Printers Section staged a regional session March 10-11 at Westchester Country Club, Rye, N. Y. Attending were Pennsylvania, New Jersey, and New York open-shop executives who discussed employee relations, personnel policies, wages, hours, working conditions, apprentice training, and craftsmen recognition.

Panel leaders were New York Employing Printers Association MPS vice-president Donald B. Thrush; A. H. Kinsley of the George H. Buchanan Co., Philadelphia; H. K. Barnes, Westbrook Publishing Co., Philadelphia; and New Yorkers Cassel Ronkin, Marbridge Printing Co., and Bernard Slater, Professional Printing.

Also on the speaking list were PIA president William H. Walling; Henry Ashwell of the Equity Press, who heads NYEPA's Master Printers Section; Harold S. Hutchison of Mack Printing Co., Easton, Pa., PIA-MPS president; A. J. Baird, Baird-Ward Printing Co., Nashville, Tenn.; and PIA-MPS secretary and general counsel John H. Doesburg, Jr.

Members of Educational and Technical Committee for 1955 Craftsmen's convention, to be held August 7-10 in Cincinnati, meet for initial planning. (from left) Joseph H. Jorling of MacDonald Printing Co.; Fred P. Hofferth, American Book Co.; A. E. Price of Ander Chemical Co., committee chairman; and Carl W. Aneshansel, also of Ander Chemical. Committee will plan all technical meeting features



F. C. Larson Is Reappointed As Printing Week Chairman

Thomas P. Mahoney, president of the International Association of Printing House Craftsmen, announced last month the reappointment of Floyd C. Larson as Printing Week chairman. Mr. Larson is director of the U. S. Navy Printing Office at Great Lakes, Ill. He served as 1955 International Printing Week chairman in an observance that Craftsmen officials called "the greatest in the history of the industry." Over 150 cities participated.

The 1956 International Printing Week observance will be held Jan. 15-21. The week will have special significance because it will be the 250th birthday anniversary of Benjamin Franklin, and national and local Printing Week plans call for an expanded program of activities.

Litho Club Association Prepares For Milwaukee Meeting in May

Members of the National Association of Litho Clubs will meet May 6-7 at Milwaukee's Hotel Schroeder for their annual convention.

Prepared under the direction of Roy W. Tenge, Milwaukee club member and the general chairman for the convention, the program will feature a discussion of work simplification.

For the highest standard in

PRECISION CUTTING

37" Craftsman CUTTERS

Fully Automatic or Hand Clamp

The C & P Craftsman 37" cutter is an achievement made possible by nearly three quarters of a century of experience in producing equipment for the graphic arts.

The C & P 37" *Fully Automatic* and the 37" *Hand Clamp* Power Cutters are identical except for the clamping operation. But the lower initial cost of the Hand Clamp does not subtract from the ultimate possibilities of this modern power cutter. *The 37" Hand Clamp can be converted into a completely automatic cutter at any time by the installation of our power clamping unit in place of the hand clamping device.*

Either of these cutters can be equipped at any time with the C & P Manual Spacer—a time-saver for long runs of repetitive cuts.



37" FULLY AUTOMATIC



37" HAND CLAMP

Before you buy any cutter, write for details of C & P 37" Cutters and C & P Manual Spacers.

THE CHANDLER AND PRICE COMPANY

6000 Carnegie Avenue • Cleveland 3, Ohio

Manufacturers of Dependable Paper Cutters Since 1896

CONVENTIONS
WHAT - WHERE - WHEN

APRIL

Printing Industry of America, Trade Binders Section meeting, Hotel Sherwyn, Pittsburgh, April 18-19.

American Management Assn., 24th National Packaging Exposition, International Amphitheater, and annual Packaging Conference, Palmer House, Chicago, April 18-21.

Printing House Craftsmen, First District Conference, Hotel Statler, Hartford, Conn., April 22-23.

Printing House Craftsmen, Sixth District Conference, Furniture Club, Chicago, April 23.

International Assn. of Electrotypers & Stereotypers, spring conference, Dayton Biltmore Hotel, Dayton, April 25-26.

Printing Industry of America, Rotary Business Forms Section meeting, Hotel Statler, Cleveland, April 25-26.

Carnegie Institute of Technology, Dept. of Printing Management, alumni homecoming and seminar, Carnegie Tech campus, Pittsburgh, April 29-30.

Printing House Craftsmen, Atlantic Coast Conference, Berkeley-Carteret Hotel, Asbury Park, N. J., April 29-May 1.

MAY

Eastern Seaboard Conference of the Graphic Arts Industry, Cavalier Hotel, Virginia Beach, Va., May 5-7.

National Assn. of Litho Clubs, annual convention, Hotel Schroeder, Milwaukee, May 5-7.

Technical Assn. of the Graphic Arts, annual convention, Somerset Hotel, Boston, May 9-11.

Research & Engineering Council of the Graphic Arts Industry, annual convention, Somerset Hotel, Boston, May 11-13.

Printing Industry of America, third Professional Conference for Sales Executives, Chicago, May 12-13.

Printing House Craftsmen, Third District Conference, London, Ont., May 13-14.

International Typographic Composition Assn., midwest spring conference, Hotel Sheraton Gibson, Cincinnati, May 20-21.

Graphic Arts Trade Assn. Executives, spring meeting, Hotel Muehlebach, Kansas City, May 25-26.

JUNE

Printing House Craftsmen, Ninth District Conference, Texas Hotel, Fort Worth, June 3-4.

Printing House Craftsmen, Seventh District Conference, New Orleans, June 10-11.

Lithographers National Assn., 50th annual convention, Lake Placid Club, Lake Placid, N.Y., June 20-23.

JULY

International Graphic Arts Education Assn., annual conference, Carnegie Institute of Technology, Pittsburgh, July 3-8.

IPEX: International Printing Machinery & Allied Trades Exhibition, Olympia Hall, London, July 5-16.

AUGUST

International Assn. of Printing House Craftsmen, annual convention, Netherland Plaza Hotel, Cincinnati, Aug. 7-10.

Rotary Business Forms Meeting Set in Cleveland This Month

The growing Rotary Business Forms Section of Printing Industry of America, Inc., has announced a two-day conference for its members. The conference will be held April 25-26 at the Hotel Statler, Cleveland.

Section president Joseph Steir of Alfred Allen Watts Co., Belleville, N. J., announced that one feature of the meeting will be provided by representatives of suppliers to the rotary business forms industry. These representatives, individually and as panel members, will discuss supply problems in the field.



COLOR PHOTOGRAPH BY ANTON BRUEHL

Who says Color's for the Birds?

MORE AND MORE MEN are blossoming out in color, and spring fashions indicate that even more resplendent days are on the way.

But whether or not you fancy the pink shirt and fancy waistcoat, it's smart to agree, as thousands of users do, that color can spruce up business printing to great advantage. HOWARD BOND, for instance, in its twelve crisp, clean colors. These colors flag attention—create two-color printing appeal at a one-color printing cost. In business forms, they speed identification, hasten paper work, facilitate every handling and filing operation. And many business leaders are learning that letterheads on a HOWARD color, with matching envelopes, earn special recognition in the morning mail.

Everywhere the trend is to color. Ask your printer or paper merchant to show you the rainbow of HOWARD colors. Your own imagination will take it from there.

* * *

PRINTERS! *This message appears in advertising magazines read by your customers.*

HOWARD PAPER MILLS, INC. • HOWARD PAPER COMPANY DIVISION, URBANA, OHIO

Howard Bond

"The Nation's Business Paper"

Companion Lines: Howard Ledger • Howard Mimeograph Howard Writing • Howard Posting Ledger

Printed on MAXWELL OFFSET—substance 80—Wove finish.



"La Conquista," a colorful dance performed at the annual fiesta of Santo Thomás, Chichicastenango, Guatemala, by the Maya-Quiché Indians to commemorate their conquest by the Spaniard, Alvarado, in 1524

Doesn't color reproduce better on Maxwell Offset?

Howard Paper Mills, Inc. / MAXWELL PAPER COMPANY DIVISION / **Franklin, Ohio**

Printed on MAXWELL OFFSET
Substance 80—Wove Finish

We'd be pleased to send you samples of our seven finishes and two tints



This Simple Production System Really Works

(Concluded from page 43)

inspiringly sales-minded. It's surprising how two such opposite poles of thinking will settle down into balanced days, weeks and months of production.

The *balance* is proved month after month by only the slightest tolerance of percentage variation in the direct labor cost in ratio to the month's billing.

It has been for many years, and is now, our policy to adjust production to sales. Our plant is versatile in equipment, cooperative employees, and hours to this end. It's management's goal to keep it that way. We achieve balance through being versatile.

Every salesman keeps himself briefed on our current production load and sizable commitments, and guides himself accordingly in making promises for the average orders. On larger orders of color work or of a complicated nature, it's a policy to check with the production desk before making his commitment. This is important, and we have full cooperation.

We operate through foremen and have no superintendent. Daily "buck" sheets, made in triplicate at a central control production desk and issued to each foreman, are the guide for the concentration of the day's efforts of various departments. This procedure insures that time will be applied on work promised for delivery today, tomorrow or this week. It avoids haphazard diversion of time to jobs that may not be needed for some time.

No one is permitted to order a change in the schedule by giving instructions direct to a foreman. Responsibility is placed on these men, and we believe part of the success of our company has been the cooperative effort of these foremen and their ability to direct men under them with clear and definite instructions. These foremen have an average service record with the company of 17½ years.

A reminder sheet of deliveries specifically due for the day is provided to the bindery and shipping department daily. It's surprising how few personal follow-ups are necessary. In theory, the production desk is notified if the bindery foreman or the shipping department finds that for some reason jobs are not available for delivery. Then we have an opportunity to call the customer to verify urgency of need, or resort to some emergency measures to expedite if the urgency of need has already been established.

Specifically, we are interested in learning more about inventory control, even though I have described what I think is a definite stride in this direction. We are interested in learning of time-saving procedures in any department.

We are optimistic of the future, and as we continue with planned expansion, we realize we will come up against more and more problems of control. We want to anticipate them in advance.

Our earnings have been consistent with our increased volume. As an indication of that, our net worth has increased approximately 600 per cent in eight years.

Frank M. Voelkl (right), superintendent of forms division of Standard Register Co., Dayton, gets plaque citing 43 years of service in printing industry. Presentation was made by Gordon R. Rohde, president of Dayton Craftsmen's group





The Robertson "320" darkroom camera

with a ROBERTSON 16x20" CAMERA

Photo Engravers • Lithographers • Silk Screen and Gravure Houses

take advantage of the profitable volume in smaller size and individual plate making jobs WITHOUT penalizing production flow through your larger equipment. This ROBERTSON "320" camera is a compact, low cost, precision instrument for single or group negatives from copy up to 21x25"—line or screen work in any number of colors and processes up to 16x20". Its all metal construction assures rigidity and accuracy. Dark room scale focusing system, color corrected lens, glass screen mechanism, electric timer, lamps, reflectors and many other plus value features—a professional Graphic Arts camera for craftsmanlike reproduction.

★ **PRECISION**

★ **BLACK and WHITE or**

★ **MULTI-COLOR WORK for**

★ **LITHOGRAPHY**

★ **LETTER-PRESS**

★ **SILK SCREEN and**

★ **GRAVURE PRODUCTION**

FREE Send for your free copy of the "320" Manual of Operation — an illustrated booklet showing the flexibility, versatility, easy operating and economy features of this volume building "320" camera. No obligation.

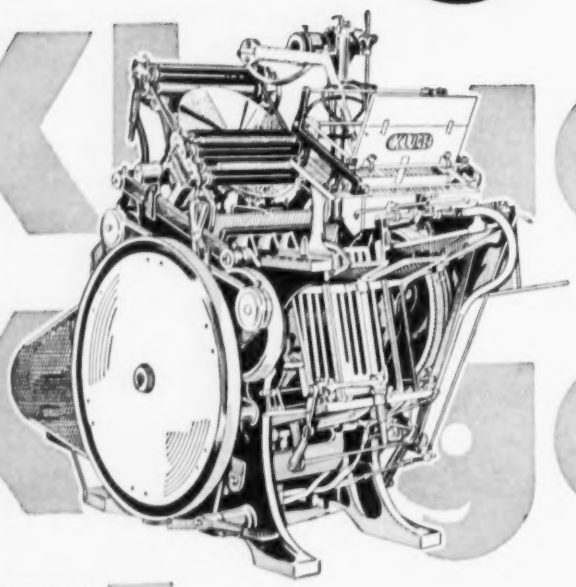
Robertson PHOTO-MECHANIX

A complete line of photomechanical equipment

ROBERTSON PHOTO-MECHANIX, INC.

3079 ELSTON AVENUE • CHICAGO 18, ILLINOIS

Kluge



Think of Efficiency

Think of Profits

Think of Kluge

BRANDTJEN & KLUGE, INC.
Saint Paul 3, Minnesota

WITH ELEVEN BRANCHES
SERVING YOU FOR OVER
35 YEARS

BRANDTJEN & KLUGE, LTD.
Toronto, Canada

Don't Take Your Best Customers for Granted

(Concluded from page 45)

wanted to continue serving those same people.

The worth of an established list of printing accounts is at least comparable in value to insurance policy renewals.

It may not happen everywhere in this competitive age, but there are some few places where employing printers respect the claims of others to certain customers and their accounts. The "reciprocity" angle of this policy is obviously very good.

It pays for a printer or lithographer to be careful when asked to make a bid. Requests for bids on many sizable jobs are easily recognizable as "check" bids. Customers simply want to know whether they are paying too much for a piece of work. If you happen to know or find out who has been doing the job on which you are asked to bid, it may be well for you to call that printer and make sure your bid is higher than his. It is a good place to exercise the Golden Rule, and it frequently pays big dividends.

If you take the job at *less* money than the other printer has been doing it for, you are almost certain to lose money on it. The customer and his old printer may be engaging in a temporary "tiff," like husband and wife, and you know what happens to guys who rush in between them at times like these.

One successful printer has made it a practice to make an estimate on every request of this kind. Then he quietly files his estimate. Meanwhile, he simply writes a brief acknowledgment of the request in which he informs the inquirer that he has in his file an estimate which the customer may have if he is really serious about changing printers, and suggests that the customer may, if he wishes, come to the printer's office for further discussion of the matter. He has picked up some very valuable accounts that way and doesn't believe that he has lost a single one by this method.

All that a worthwhile customer expects of his printer is good work at a reasonable cost, promptly delivered. He doesn't feel that he is being taken for granted if he gets a sincere note of thanks as an expression of appreciation. He expects no "kick backs," "no paid summer vacations," no expensive Christmas presents. Any evidence of demands or desires for such things from any reputable customer is usually traceable to an employee who would like to cash in on a favored position with the company. Ignore all such requests. Their superiors will ultimately learn what is going on and effectively take care of the situation.

A convention speaker once made the remark that the printer is permitted to deliver more imperfect work than almost any other manufacturer. It is admitted that there are errors and flaws aplenty in the average printed job if submitted to the same rigid inspection before delivery that the usual articles of clothing are. Our customers are paying for this product, usually without complaint. Don't, then, take the customer for granted.

John S. Williams (right), president of Williams & Marcus and Franklin Printing Co., was honored as the Philadelphia "Man of the Year in Graphic Arts" during Printing Week. H. H. Hanson, board chairman of W. C. Hamilton Sons, paper makers, presented the annual award



ONLY THE NEW C. B. NELSON

COST-CUTTER SAWS

GIVE YOU ALL THESE WANTED FEATURES!



NEW MODEL "C"

BIGGER AND BETTER THAN EVER for Fast, Accurate, Economical
• SAWING AND TRIMMING • MITERING
• SQUARING • UNDERCUTTING

• SUPER-SMOOTH OPERATION! Full-sliding, Ball-Bearing Table with exclusive Adjustable Brake

• PERFECT SQUARE CUT! Exclusive Adjustable Saw Head eliminates taper

• GREATER CAPACITY! Larger table handles plates up to 24". ½ H.P. motor provides extra power

• MICRO-ELEVATING TABLE! Precision ball-bearing elevating mechanism for undercutting and mortising . . . dial indicator graduated in points

• COMPLETE SAFETY! Improved Saw Guards and Waste Chutes shield operator from flying chips

• BENCH OR CABINET STYLES Strip Cabinet or Self-Contained Waste Truck

FOR FULL DETAILS see your distributor TODAY—or write

C. B. NELSON COMPANY
508-514 South Kolmar Avenue
Chicago 24, Illinois

NEW LITERATURE

Those interested in literature described are asked to write direct to the company listed in the item

Improved Cover Stock Sampler

The Champion Paper and Fibre Co., Hamilton, Ohio, has issued a six-page folder printed on improved Ariel Cover, which is designed for offset litho and letterpress printing of covers, display and window cards, folders, envelope enclosures, menus, and announcements. This stock is made in 50-, 65-, and 90-pound weights in nine colors and six special finishes.

Five Photo-Offset Bulletins

American Type Founders has issued four folders that describe the new Mastercraft line of photomechanical equipment. Each folder covers features and specifications of a single unit—camera, platemaker, developer, and Kwikplate printing frame. Another new folder, "Stepping Up Profitably in Offset," details a simple plan for installing a three-unit offset department for processing and running plates. Copies are available from the ATF advertising department, 200 Elmora Ave., Elizabeth, N. J.

Plant Air Conditioning Tips

Helpful tips on many applications of air conditioning are outlined in a new booklet, A-8726, issued by E. I. du Pont de Nemours & Co., Wilmington, Del. Called "Guideposts to Better Air Conditioning Installations," the 36-page booklet is a compilation of articles by engineering consultants.

Separate sections are devoted to comfort cooling, manufacturing and warehousing installations, and retail store applications. Another section contains suggestions on the most practical location of air conditioning equipment from the standpoint of building design.

Tempo Specimen Sheets

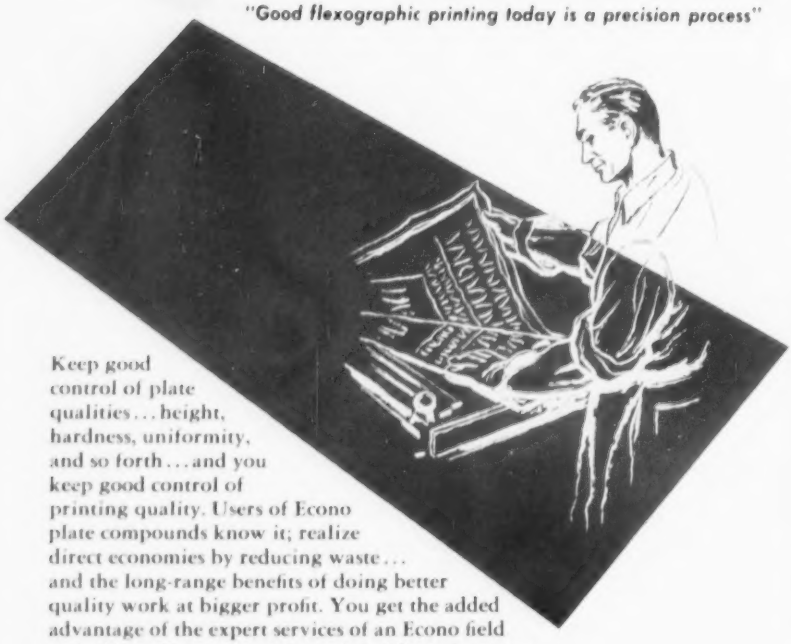
Two new members of the Tempo type face family are shown on specimen sheets offered by Ludlow Typograph Co. Tempo Black Condensed Italic is sampled in three sizes; it will be available for display use in sizes from 18- to 72-point. Tempo Black Extended, which will be made in 18-, 24-, 36-, and 48-point, is shown in full font and sample settings on the second sheet. Copies of either sheet can be obtained from the company at 2032 Clybourn Ave., Chicago 14.

Memo Book Bond Sampler

Byron Weston Co., Walton, Mass., has prepared a pocket memo book to demonstrate its 25 per cent rag content bond. The spiral-bound book contains double-perforated pages of Weston Bond that provide three tear-off memo slips on each page. A full calendar for 1955 is included. Copies of the book can be obtained from Weston Bond distributors or by writing Byron Weston Co.

KEY TO QUALITY WORK IS THE PLATE

"Good flexographic printing today is a precision process"



Keep good control of plate qualities... height, hardness, uniformity, and so forth... and you keep good control of printing quality. Users of Econo plate compounds know it; realize direct economies by reducing waste... and the long-range benefits of doing better quality work at bigger profit. You get the added advantage of the expert services of an Econo field technician. Your platemaker might like to have our booklet, "Successful Molded Rubber Printing Plates" . . . and also have his name put on the route list of the Econo technician in your area.

ECONO *Products, Inc.*

MATERIALS and METHODS for BETTER PRINTING FROM MOLDED RUBBER PLATES

132 Humboldt Street, Rochester 10, New York



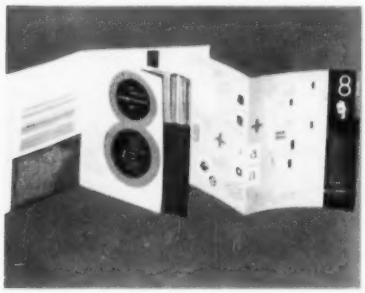
Part of comprehensive promotion program for Kimberly-Clark Coated papers is a wall chart giving characteristics, standard sheet sizes, and basis weights of many letterpress, offset papers

Letterpress-Offset Samples

As part of its 1955 advertising program, Miehle Printing Press & Mfg. Co. recently completed printing two unusual direct mail pieces. Each is a six-page folder printed partly by letterpress and partly by offset.

A full press sheet consisting of the two six-page folders plus two four-page folders was printed letterpress on one side in five colors. The sheet was then cut in two, and the two six-page folders were backed-up on a Miehle 29 offset press. The back-up also was in five colors. The result is a comparison of the results possible with the two printing processes.

Copies of the folders may be obtained from the company at 2011 Hastings St., Chicago 8.



Eight designers produced letterhead portfolio

Modern Letterhead Designs

Eight contemporary designers contributed to a new letterhead portfolio offered by Howard Paper Mills, Inc., Urbana, Ohio. Saul Bass, Bruce Beck, Will Burtin, Freeman Craw, Louis Dorfsman, Morton Goldsholl, Jerome Gould, and Dan E. Smith are the contributing designers.

Each designer created a new letterhead for a leading American company. The letterheads are sampled in full size, and an accompanying work sheet shows how each design was developed.

Proof-Coating Machine

Potdevin Machine Co., 285 North St., Teterboro, N. Y., offers a new circular that describes its coating machine for reproduction proofs. This unit was designed for use by compositors who serve ad agencies, art studios, and map makers.

The circular shows how the machine applies a pressure-sensitive coating to paper or acetate proofs for paste-up purposes. The coating is said not to affect the transparency of acetate proofs. Slight finger pressure fixes the proofs on artwork, and they can be removed for repositioning if necessary.

Reducing Ink Troubles

The advantages of Ink-Sav, a spray solution used to prevent drying of ink in press fountains and storage cans, are described in a folder issued by Ames Laboratories, 132 Water St., South Norwalk, Conn. Ink-Sav, an anti-skinning agent, can be used in letterpress, offset, or silk screen work, according to the folder. Sprayed on fountains and rollers during waiting periods or overnight, the chemical permits resuming the press run without taking time for washup and re-inking. Complete instructions and prices are included in the brochure.

Packaged Airtube System

Following the "do-it-yourself" trend, Lamson Corp. has produced a four-page folder showing how printers can install their own Airtube conveyor systems. Used for carrying proofs and messages between various parts of the plant, the systems are furnished in "package" form. All parts necessary to connect two points up to 130 feet apart are included. The folder describes the system, suggests a variety of arrangements, and lists all the components furnished. Copies may be obtained from Lamson Corp., Syracuse 1, N. Y.

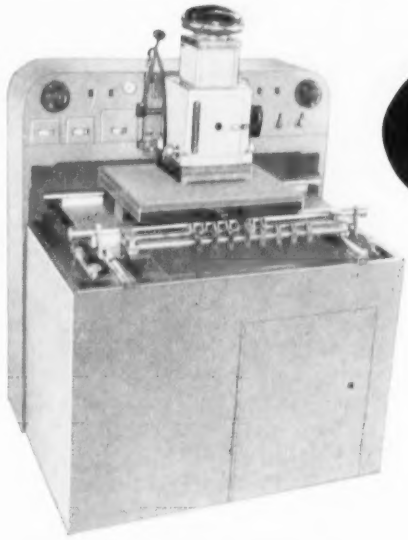
Industrial Truck Catalog

A new, condensed catalog describing its line of industrial power trucks has been issued by the Elwell-Parker Electric Co. Included are sections on Elpar fork trucks, high- and low-lift platform trucks, and crane trucks. Each type is described in a separate section with photographs of individual models, operating and design information, and complete specifications.

In addition, the eight-page catalog has data about many specially-designed vehicles and information on special attachments. Copies of the catalog can be ob-

Photo-Engravers, Lithographers, Printers:

Save Time, Money and Labor!



The **H. HILLMER** PHOTO-COMPOSING MACHINE*

SAVES 9 WAYS

- Works from single image copy, eliminating duplicate artwork.
- Ends pasting up veloxes or negatives.
- Saves hours of negative stripping.
- Guarantees hairline color registration.
- Eliminates numerous duplicate plates or electrotypes.
- Cuts cost of original photo-engravings.
- Saves hours in composing room work.
- Reduces press time.
- Saves on paper - - makes less trimming.

Does Hours of work in MINUTES!

Now, you can quickly reproduce duplicate images on film . . . from negative or positive copy . . . positioned to hairline accuracy . . . with an H. Hillmer Photo-Composing Machine.

Rigidly tested and perfected in over six years of actual operation, this machine eliminates cost of duplicate velox prints and negatives, saves stripping and paste-up time, performs many special assignments.

Contact exposures quickly made in predetermined spacings on film up to 17½ x 22½" maximum size.

For complete details, write today to Department C . . .

PRINTING ENGINEERS, Incorporated

2961 Farnam Street Omaha 2, Nebraska

tained from the company at 4205 St. Clair Ave., Cleveland 3.

Book Folder Bulletin

Dexter Folder Co., Pearl River, N.Y., has produced a six-page bulletin describing its two quadruple book folding machines.

The bulletin gives detailed information on the design and production of the Model N Quad and the Duplex Quad folders, as well as the duplex attachment to convert present N Quads to Duplexes. The circular contains full descriptions of mechanical features, a floor plan for each model, electrical specifications, and shipping weights.

Photographic Price Lists

Anken Chemical & Film Corp., Newton, N. J., has just issued a new catalog and price list covering its complete line of photographic supplies. Included are processing information, sizes, and prices for all of the graphic arts materials made by Anken.

65th Anniversary Booklet

"Ink Horizons," just published by Sinclair & Valentine Co., commemorates the firm's 65th anniversary. The booklet traces briefly the company's background and development, and describes the firm's role in present-day ink manufacturing. New concepts in offset ink are described, and modern silk screen, rotogravure, and flexographic printing inks are outlined. Copies of the booket may be obtained from local branch offices or representatives of S. & V.

One-Time Carbon Sampler

To help printers and lithographers select the proper carbon paper for various types of one-time carbon forms, a selector kit has been prepared by American Carbon Paper Corp. Called the E-Z-Selector kit, it is a 9x12 portfolio holding samples of four grades of Tara one-time carbon. A selector chart is also included to show proper application of the four grades to various forms. A second chart shows the six basic roll stock patterns available. Copies of the kit can be obtained from American Carbon Paper Corp., 1313 W. Lake St., Chicago 7.

New Type Book Prospectus

H. O. Bullard, Inc., New York typesetting firm, has produced a 16-page descriptive booklet outlining the contents of *Bullard's Alphabets*, the company's new type sample book. Said to be one of the most complete books of its kind ever published, *Bullard's Alphabets* has 536 loose-leaf pages showing over 2,200 different fonts of Linotype, Monotype, Ludlow, and foundry faces, plus ornaments and decorative material. More than 50 of the latest photolettering styles also are shown.

Copies of the descriptive pamphlet may be obtained by writing H. O. Bullard, Inc., 150 Varick St., New York 13.

Gummed Paper Demonstrator

An unusually complete demonstration of printing on gummed paper has been prepared by Brown-Bridge Mills, Inc., Troy, O. Arranged in kit form, the gummed paper demonstrator contains 17x22-inch printed samples of seven different gummed papers. Each sample shows the printing qualities of both offset and letterpress. A detailed production guide gives data on the stock and printing process for each piece.

Copies of the demonstrator are available to printers who request them on their business letterhead.



Letterpress, offset work is compared in sampler

just off the press

COMPLETE INFORMATION

on The Star Selectro-Matic Quadder



Here is complete information on why the new Star Selectro-Matic Quadder provides simpler, speedier and more dependable quadding operation.

This new 8 page brochure — yours for the asking — will give you detailed information on the Star Selectro-Matic Quadder's famous "memory circuit" system . . . will explain how it automatically quads short lines . . . and the many other Star features designed to cut composing room costs by increasing production on all types of white space composition.

Write for your copy of this new informative brochure today!

Precision TRADE ★ MARK Parts

BRANCH: 1827 BROADWAY, KANSAS CITY, MO
AGENCIES: CHICAGO · MINNEAPOLIS
LOS ANGELES · DENVER · BOSTON
CANADA: SEARS LTD. and Agents Overseas

LINOTYPE PARTS Company, inc.
SOUTH HACKENSACK, N. J.

Catalog Planning Aid

For planning the production of catalogs, sales manuals, price lists, and other similar materials, a new booklet gives suggestions on choosing the proper type of loose-leaf binder. The booklet, "Facts at Your Fingertips," is offered by the Heinn Co., 326 W. Florida St., Milwaukee 4. Important planning details—sheet sizes, paper stock, indexing methods, punching, and cover design—are described, and basic types of binders are shown.

Tipping Machine Features

For bindery operators and business forms producers, a new four-page folder describes the Tipmaster glue tipping machine and its new Guidemaster guide system. Operating specifications of the machine are given, together with examples of a few of the business forms it can produce. Accessories for handling greeting cards and multiple forms are also illustrated. The folder can be obtained from Pierce Specialized Equipment Co., 350 Peninsular Ave., San Mateo, Calif.

Electrical Controls Bulletin

Printers planning electrical installations are offered a copy of a new bulletin, GEA-5779B, describing a complete line of new oil-tight push buttons, selector switches, and accessories. Available from General Electric Co., Schenectady 5, N. Y., the 16-page bulletin contains information on product features and applications, as well as complete ordering instructions for push buttons, lights and combination units, operators, and other accessories.

Type Specimen Supplement

A supplemental type specimen book just issued by Warwick Typographers is designed to bring up to date the company's regular type reference book. The first section of the 76-page book is a single-line showing of all the faces currently available from the company. A second section shows all the new foundry type added to Warwick's inventory since the last reference book was issued. Customers may obtain copies of the book from Warwick Typographers, 920 Washington Ave., St. Louis 1.

Printers' Production Pad

Working-size samples of Lee paper are featured in a new design and production pad for printers and lithographers. Sample sheets in the pad are 20x12½ inches, and they include all the available colors and grades. The production pad can be obtained by writing on company letterhead to Milton Paper Co., 100 W. 22nd St., New York 11.

Quadder Operation Details

The Star Selectro-Matic Quadder for Linotype and Intertype machines is the subject of an eight-page bulletin prepared by Linotype Parts Co. Design and operation of the device are explained in the booklet, and the advantages of its use are detailed. Copies of the bulletin may be obtained from the company at South Hackensack, N. J.

Artist Skill—plus Typographer Quality for . . .

all your headings

FILMOTYPE

Both hand lettering and display type . . . and you do it in minutes with a flick of a finger!



If you now spend $45 a month for hand lettering and display type combined, Filmotype can be yours at

NO INVESTMENT!

- Over 800 styles and sizes!
- Easy to operate . . . anyone can become expert after ½ hour instruction!
- Convenient desk top size.

Quality you say? Economy preferred? Wide range of styles a "must"? Then Filmotype is the ideal answer . . . no single letter paste up, no retouching . . . but, clean, sharp copy lines ready for paste-up! Razor sharp, jet black repro proofs yours almost instantly . . . for pennies where you now spend dollars. The most wanted styles for every need from 12 pt. to 144 pt. Filmotype is modern typography at its best . . . and most versatile.

Write for a demonstration and complete details — today! No obligation, of course.

FILMOTYPE Dept. IP

60 W. Superior St. • Chicago 10, Ill.
4 W. 40th St. • New York 18, N. Y.

THAT COMMERCE MAY BE SERVED

GA

Serving

MIDWEST PRINTERS AND PUBLISHERS SINCE 1877

Management-Consultants to the Graphic Arts

APPRAISALS
PERSONNEL PLACEMENT
SALES PROBLEMS
BUSINESS REORGANIZATIONS
PLANT LAYOUTS
LABOR RELATIONS
PRODUCTION PROBLEMS
COST SYSTEMS

Write for our new brochure explaining our many personalized services in detail. No obligation.

YOU CAN DO IT ALONE . . . BUT IT'S EASIER THE GRAPHIC ARTS WAY!

GRAPHIC ARTS INDUSTRY, INC.

1105 Currie Ave. • Minneapolis 3, Minnesota
A NON-PROFIT ORGANIZATION

Now!
Mechanical Agitation
IN THE
New
Pahelart
4in1 | AUTOMATIC DEVELOPING SINK
MECHANICAL AGITATION TEMPERATURE CONTROL
AUTOMATIC TIMING CONSTANT — FLOW WASHING



Rigidly Constructed of Type 316 Stainless Steel

WRITE FOR OUR NEW BROCHURE

GRAPHIC ARTS CENTER
207 W. Park Ave., State College, Pa.

DO YOU KNOW THAT...

RALPH SHEPHERD of Bryan-Brandenburg Co., Los Angeles, was elected president of the Photoengravers Association of Southern California at the group's annual meeting late in February.

HAROLD C. FIRSTBROOK has joined Rous & Mann Press, Ltd., Toronto, as a sales executive.

KARL C. EDWARDS of Printcraft Press, Portsmouth, is the new president of the Virginia State Printers Association, and MRS. MARY SUTHERLAND of the Everett Waddey Co., Richmond, is the group's secretary-treasurer.

LESLIE E. SMART, formerly in charge of the School of Printing, Portsmouth College of Art, England, has joined Mono Lino Typesetting, Toronto, as supervisor of its new layout and design department.

OXFORD UNIVERSITY PRESS, INC., has purchased a five-acre plot in Fair Lawn, N. J., as the site for a new building to house its accounting, stock, and shipping departments. It will continue to maintain its office in New York City.

ALBERT C. HELD, president of Herbick & Held Printing Co., Pittsburgh, died Mar. 6 in Sarasota, Fla. He was 68. Mr. Held started with the Pittsburgh firm, of which his father was one of the founders, as an errand boy at the age of 16.



Albert C. Held



Frank L. Fencel

FRANK L. FENCEL has been elected vice-president in charge of sales for Sleepeck-Helman Printing Co., Chicago. He formerly was sales assistant to William H. Sleepeck, Jr., president.

LAWRENCE G. CHAIT is now director of sales planning and analysis for the Direct Mail Division of R. L. Polk & Co., Detroit.

JOSEPH M. HOUGH, superintendent of the *Chicago Tribune's* black-and-white engraving department for 15 years and an employee of the newspaper for 50 years, retired Mar. 1. WILLIAM J. BARRETT, a *Tribune* employee for 46 years, succeeded Mr. Hough as superintendent.

FEDERATED PHOTOENGRAVING CORP. has bought Chromatic Photoengraving Co. and moved into its New York City plant.

A. VINCENT HARCOURT, formerly associated with C. J. O'Brien, Inc., has joined Christensen & Boesen, publication and job printing house in Brooklyn, N. Y., where he is assistant to president Rudolph J. Hiller.

FREDERIC E. CRIST is now secretary of Sun Chemical Corp. He continues as assistant to the president, director of industrial relations, and a member of the management committee.

GENERAL BINDING CORP. has announced expansion of its New York and Detroit branch offices and the opening of a new branch office in Montreal. ELLWYN J. SNOWBALL is manager of the Montreal branch.

ARTHUR BOLLES is the new production manager for two Eastern Corp. paper mills at Bangor and Lincoln, Maine.

ARTHUR C. AUSTIN, formerly manager of converting sales for Fox River Paper Corp., has joined the sales staff of the Brightwater Paper Co., Adams, Mass.

ALPENOPAKE BOND

BASIS 17x22—500—12#

LIGHTWEIGHT – OPAQUE

DESIGNED FOR LETTERPRESS, MULTILITH and OFFSET PRINTING of FORMS, BROADSIDES and JOBS WHERE QUALITY COUNTS

STOCKED IN STANDARD WRITING SIZES IN WHITE AND SIX COLORS BY LEADING PAPER MERCHANTS EVERYWHERE

MANUFACTURED BY

FLETCHER
PAPER COMPANY
ALPENA, MICHIGAN



New GAST Model 0211 AIR PUMP weighs 1/3 less . . . is a truly

COMPACT COMPONENT

This *new* Gast rotary-vane Air Pump offers many advantages, including: ⅓ less weight — (now 22 lbs.) — with more compact, streamlined design. Rotor mounted on new G.E. Form "G" motor shaft. Positive, pulseless air delivery. Rubber-cradled mounting increases quiet.

Model 0211 produces up to 25 p.s.i. or 27" vac., or 1.3 c.f.m. running open. ½ h.p. motor uses only 3.8 amps. For light duty on graphic arts equipment—especially popular for printing frames. If you design or build equipment, write for Bulletin 1254 and "Application Ideas" Booklet!

GAST MANUFACTURING CORP., P. O. Box 117-L, Benton Harbor, Michigan.

Original Equipment Manufacturers for Over 25 Years

GAST ROTARY

- **AIR MOTORS** (To 4 H.P.)
- **COMPRESSORS** (To 30 P.S.I.)
- **VACUUM PUMPS** (To 28 IN.)

See Catalog in Sweet's Product Design File

LINDE-LATHROP PAPER CO., New York, a new organization combining the J. E. Linde Paper Co. and Lathrop Vandewater Paper Co., has announced the appointment of Jack N. Davies, Elwyn D. Lieberman, and Allen C. Swenken as vice-presidents.

E. G. RYAN has resigned as regional manager in the Web Press Div. of American Type Founders, to devote his time to his own Chicago press-distributing business, E. G. Ryan & Co., Inc.



E. G. Ryan



Frederic W. Baker

FREDERIC W. BAKER, formerly advertising manager for Harris-Seybold Co., now is in charge of the company's new public relations department.

EXCELLO COLOR CORP., Chicago, announced recently it has acquired the silk screen division of Fred'k A. Stresen-Reuter, Inc. GEORGE L. ANDERSON, formerly in charge of silk screen material sales for Stresen-Reuter, has joined Excello as vice-president in charge of sales.

A. S. TAYLOR has succeeded R. W. Prince as acting laboratory director for the Research Institute of the American Newspaper Publishers Association. Mr. Prince is now technical research director.

THOMAS L. STIRLING, sales manager for Champion-International Co. since 1953, has been elected vice-president in charge of sales. He succeeds Joseph F. Raichlen, who retired last year.

EDWARD D. O'BRIEN, former president of the Lathrop Vandewater Paper Co., has joined Bulkley, Dunton & Co., New York. He will be associated with vice-president J. C. Marvin in sales and merchandising work.

JOHN E. MASSENGALE, JR., retired Jan. 1 from his post as vice-president in charge of sales for Eastern Corp. He had been with the company for 14 years, starting as district sales manager in charge of the Chicago office.

GEORGE REITHER has been appointed Scan-A-Graver sales representative for Fairchild Graphic Equipment, Inc., in the northwestern states.

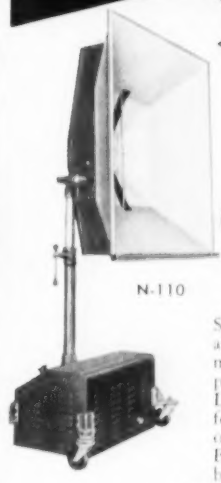
GILBERT P. FARRAR, whose design services have been used by more than 60 newspapers in this country and Canada, is now associated with Mergenthaler Linotype Co. as newspaper design consultant.

HARVEY T. HOLSAPPLE has been appointed vice-president and sales manager of Kemart Corp., San Francisco. Mr. Holsapple will continue his interest in Holsapple & Hey, Inc., graphic arts supply firm serving the Minneapolis-St. Paul area.

J. M. HUBER CORP. has opened a new ink plant at Eldon, Tex., near Houston.

The GREATEST LINE of ARC LAMPS Ever Developed

nuArc OFFERS YOU 3 MOTOR DRIVEN AUTOMATIC ARC LAMPS



N-110

Superior performance is at your command in any of the 3 popular nuArc Arc Lamps. Proven performance over years of continuous use. Better halftones, better images, better runs, all these and many more advantages are yours. Greater economies possible too. See and try the nuArc Arc Lamp that is best for your needs.

N-110—7000° KELVIN TEMPERATURE, 15 amp. draw
N- 50—7000° KELVIN TEMPERATURE, 7 amp. draw
N- 75—7000° KELVIN TEMPERATURE, 12 amp. draw

Make pre-sensitized plates in 20 to 90 seconds.

The ***RAPID PRINTER*** with genuine Enclosed Carbon Arc System



Choose from 3 models that handle plates from 12 x 16", up to 17½ x 22½". Genuine carbon arc-vacuum printing frame system assures large plant quality and production economies. Your choice of 3 popular models.

RP-21	**Floor Model—Plate Size 17½ x 22½"**
RP-17	**Floor Model—Plate Size 14 x 20"**
RP-13	**Table Model—Plate Size 12 x 16"**

nuArc Write Today for free information

nuArc Co., Inc.
824 S. Western Ave.
Chicago 12, Ill. Dept. I. P. 200
Please send Bulletin No. 230/400

Name_____
Title_____
Company_____
Address_____
City_____ Zone____ State____

An Open Letter to the Printing

There have been some rumors going around recently about ATF. For the most part they have been prompted by certain changes we've planned in our sales and service organization.

We want you to have the straight facts about these changes because they will show that many of these rumors are untrue and that we are establishing a new Distribution Plan which will enable us to do a better job than ever before in serving your needs.

This is our new program

An Expanded Type Distribution Program To Provide Better Service

Instead of trying to serve all our type customers from our present 12 branch offices, we are establishing 44 Authorized ATF Type Dealers in key cities throughout the country. Each will carry a large type stock to fill your needs promptly. In addition, we have just completed and made available for the first time in many years, a complete catalog of all our type faces. These and other steps now being taken will make ATF Type more quickly and easily available to you. An announcement will be sent to you as soon as a type dealer is appointed in your locality. In the meantime, your local ATF Branch will continue to serve your needs.

A New ATF Service and Sales Organization

With type in the hands of our franchised dealers, we will take a step ATF has long been working toward. Our own service and sales efforts will concentrate on an expanding line of printing presses and equipment to meet your *production* needs. The revamped (and improved) ATF sales and service organization will include:

Parts and Equipment Warehouses at these key locations: New York, Elizabeth, N. J., Chicago, Atlanta and San Francisco—all with substantial stocks to provide rapid

from ATF Industry

shipment of parts and equipment. This move will improve substantially on our previous policy of carrying minimum stock in the branches, backed up by only one warehouse at Elizabeth.

Regional Equipment Service and Sales Centers will display new equipment at New York, Philadelphia, Cleveland, Chicago, Atlanta, Dallas, San Francisco and Los Angeles.

27 District Sales and Service Offices will be maintained in important cities. Our servicemen and salesmen will operate from these points to provide local contact and service for our customers.

Improved Service and Parts Availability

ATF recently announced the addition of 14 new press servicemen and the transfer of ATF-Mann specialists to each of the above key cities. This brings to a *new high* the number of ATF Service Representatives in the field—and more are being added to provide better and more localized service on all presses.

Moreover, service parts stocks have already been improved to the point where 90% of all press part orders are either filled at once from local stocks or shipped within 24 hours from our service parts warehouses.

An Expanded New Product Development Program

Recently, ATF raised its sights on new equipment to a level higher *than ever before in its history.* You've already seen some of the results of this program in the new products recently announced. What's more, an outstanding new press development will be announced within the next two months. Many more are scheduled for the near future.

ATF knows full well that our success in this industry depends on giving customers better products and better service. That's why we're reorganizing our distribution setup—to do a better job for you than ever before and to merit a larger share of your business.

4.20

R. A. Tobias
VICE PRESIDENT
IN CHARGE OF SALES AND SERVICE

BETTER, MORE PROFITABLE PRINTING FROM THE WIDEST LINE OF PROCESSES

Gravure...Letterpress...Offset

ATF

Quality supplies & equipment

MONOMATRIX

Available in a series of uniform, high fidelity phenolic thermosetting resin coated matrix boards for molding all types of rubber plates, rubber stamps, plastic plates and thermosetting plates.

MONOMOLD

Rubber plate making gum of high, uniform quality for trouble-free production of all types of rubber plates and stamps.

RELATED SUPPLIES

Fill-in powder, plastic plate materials, shrink control materials, Holland cloth, graphite releases, rubber cements and powder, stickyback and friction fabric. Light metal base.

EQUIPMENT

Trumax Presses: 125, 250, 600 ton sizes. PHI Presses: 20, 30, 60 ton sizes. Metal Knife: 6", 9", 12", 24". Hydraulic Shaver.

THE **Monomelt** COMPANY, INC.

1614 N. E. Polk
Minneapolis, Minnesota



BLATCHFORD DIVISION NATIONAL LEAD COMPANY – Atlanta, Baltimore, Chicago, Cincinnati, Cleveland, Dallas, Philadelphia, Pittsburgh, St. Louis; New York: E.W. Blatchford Co.; New England: National Lead Co. of Mass., Boston; Pacific Coast: Morris P. Kirk & Son, Inc., Los Angeles, Emeryville (Calif.), Portland, Seattle, Phoenix, Salt Lake City; Canada: Canada Metal Co., Ltd., Toronto, Montreal, Winnipeg, Vancouver.

Blatchford Metal salesman *turns detective*

...tracks down cause of slow melts in Book Plant

I admit I was stumped . . . at first.

For months, melts in this Book Plant's composing machines had been on a slow-down strike, yet metal composition, pot operation, pumps and other apparatus seemed O. K.

So one day on one of my calls, I suggest to the foreman, "Let's walk through again, maybe we'll spot something."

Again it looks like a blank . . . but one operator claims faster melts in mid-morning and mid-afternoon. And when we reach re-melt, only one of the two furnaces is lit.

"Never use that furnace," says the re-melter. "It just won't melt with the other going."

That did it! "It's the gas!" I say. "The town is growing, gas demand rising, pressures dropping. Your plant no longer gets enough BTU's to melt metal fast."

Utility engineers bore me out and in a week the shop was going great guns.

Blatchford service can help you speed work through

With more than a century of experience in the type metal business, Blatchford knows how to lick printer's metal problems. And Blatchford has the necessary resources, including the well-equipped metal laboratories of National Lead. Many times Blatchford's good service is as important as its good metal.

You can get both very easily . . . through Blatchford's nation-wide network of sales and service facilities. So call in Blatchford for *service*. And call on Blatchford for *metal*.

Blatchford *for service*

WHAT A ---------- *Break* -- for '55

DON'T BE AFRAID OF PROSPERITY . . . IT'S HERE FOR A LONG TIME TO COME . . . TAKE ADVANTAGE OF IT!

Grab the "Breaks"!

Actually your investment NOW 25% LESS

Thanks to the thousands of orders you've given us since V-E Day our costs of building also merchandising costs were cut to the bone and we have, over the years only taken a profit mark-up of 2% or less and the Many Purpose . . . Many-Profit "Goldmine" BAUM-FOLDERS are priced so low, so very low.

And now they cost even less, actually. Why? Because the new ACCELERATED DEPRECIATION LAW, now in effect, means that you can write off over 50% the first five years . . . the saving in taxes on your corporation's profit the first five years cuts your investment down 25%.

The 17½ x 22½ five-fold "Junior Jet" Automatic Folder, cutter . . . scorer . . . perforator, with Friction Feed . . . only $100 initial and $43 a month out of your increased profit for 30 months. The 22 x 28 and the 25 x 38 and the 30 x 46, likewise low-priced, on pay-for-itself terms over 30 months . . . just a small share monthly of your increased earnings, no finance charge—just simple interest.

OUT with the OLD . . . in with the NEW. All old model folders are POISON to *your profits* . . . SCRAP them and START making the MAXIMUM money NOW . . . THIS YEAR CAN BE YOUR MOST PROFITABLE YEAR . . . if you'll grab the "breaks." It's costing you heaven knows how much to be handicapped with obsolescent folders . . . why not telephone me (collect) LOmbard 3-8164 and talk it over.

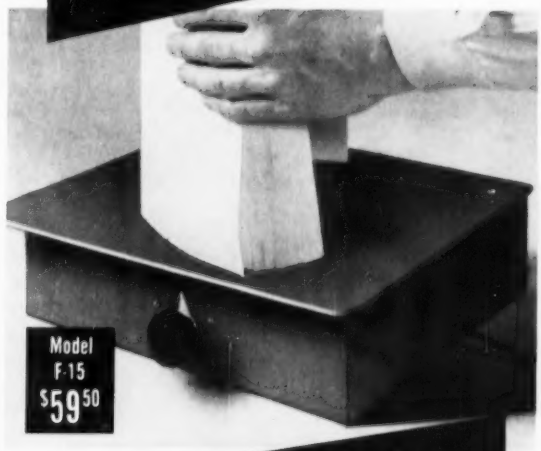
Thank you again and again.

RUSSELL ERNEST BAUM
615 Chestnut St., Phila. 6, Pa.

P.S. The MAXIMUM IN VERSATILITY. And all the speed paper can take . . . therefore, you'll have the FASTEST (therefore, most profitable) folder years from now.

---

efficiency plus low cost!



with the NEW **Papertron** AUTOMATIC PAPER JOGGER

why pay more?

Think of it! A full size paper jogger, Model F-15, 12 x 15 with automatic action, static eliminator and a one year guarantee for only $59.50. Or, you can get the Model F-20 (Deck Size 15 x 20) for only $79.50. Automatically turns on when paper touches deck—shuts off when paper is removed. Built to last for years, the Papertron will quickly pay for itself in time saved in your press room and bindery. Easily handles 11 x 17 and larger sheets and over 30 lbs. of paper. Patented static eliminator prevents doubles. Jogging intensity is easily controlled. Save time . . . and it will add up to greater profits. Order your Papertron today!

To order, or for more information, consult your dealer or mail coupon below.

AUTOMATION
DEVELOPMENT CORP.

mail coupon today!

DEALERS: We have a few protected territories open. Write today.

AUTOMATION DEVELOPMENT CORP.
P. O. Box 461, Sand Springs, Okla.

Sirs: Please send me the following. I understand each Papertron has a 1 year guarantee.

QUANTITY	DESCRIPTION	PRICE
____	Papertron F-15, size 12" x 15"	@ $59.50
____	Papertron F-20, size 15" x 20"	@ $79.50

Please send me further information.____

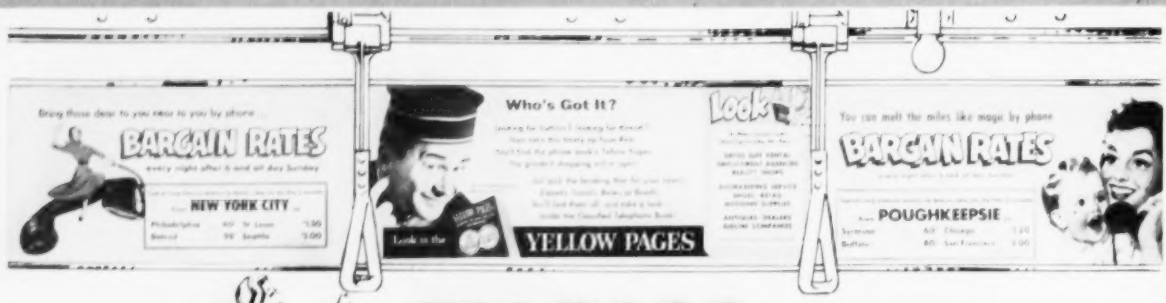
Name _____

Company _____

Address _____

City _____ State _____

Ship COD_____ Open Account_____





FALPACO car cards reach millions of readers

Here is another example of an important advertiser making sure his message gets the finest possible presentation.

Falpaco is again the choice of this important advertiser to make sure of the best possible reproduction.

These attractive car cards were all printed on 4 ply Falpaco Coated one side for letterpress. They were printed in full color by Tabard Press Corp. of New York. This campaign was created by Batten, Barton, Durstine & Osborn, Inc. for the New York Telephone Company.

Specify Falpaco for your next car card, calendar, point of sales display, etc. Distributed by authorized paper merchants from coast to coast.

FALPACO

FALULAH PAPER COMPANY

New York Office – 500 Fifth Ave., N. Y. 36 • Mills: Fitchburg, Mass.

DISSTON HAS THE EDGE®

in paper knives

The famous DISSTON 866 is industry's keenest knife. Whether you cut tissue paper, cardboard, bond, machine finish or coated papers—you get hairline accuracy under production conditions.

Disston 866 paper knives are ground to a smooth, high finish with a slight concave taper on the face and a parallel-beveled back edge. This combination grind prevents dragging and binding when cutting deep lifts, and insures cutting accuracy. The special close grained steel hones easier, to a tougher, longer lasting edge.

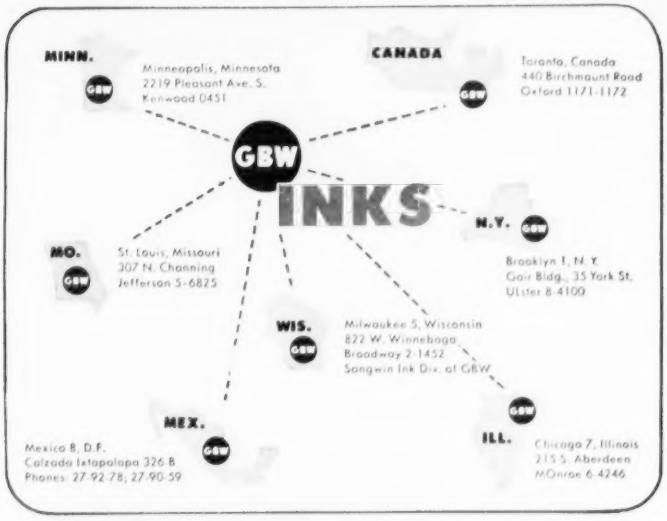
Make your next knife a Disston 866. Order it from your Disston Distributor or from your nearest Harris-Seybold office. You can be sure of dependable advice, prompt service. Or write:

Henry Disston & Sons, Inc. • 489 Tacony, Philadelphia 35, Pa

Other factories and branches: Toronto, Ont., Seattle, Wash., Chicago, Ill.







A few years ago they were called "miracle" inks

TODAY THEY ARE IN DAILY USE BY LEADING PRINTERS

GBW SPEEDINX . . . used by leading printers when they need fast-setting, quick-drying inks. Coverage is good—blacks are rich and colors brilliant.

GBW HI-FI INKS . . . noted for their "stand-up brilliance." Hi-Fi inks give the job snap and life. They set quickly, dry quickly and have excellent trapping qualities.

GBW GLOSS INKS . . . unlike ordinary gloss inks, GBW Gloss Inks are comparatively *easy to run.*

These three lines of GBW inks are available for offset and letterpress.

For the very finest in printing inks contact your nearest factory

GAETJENS, BERGER & WIRTH, INC.

Traditionally Fine Inks for over a Century—



Please send me your free pocket-sized manual "Using Ink" that helps pressmen solve simple everyday ink problems.

Your name _____

Your address _____

_____

Please send to your nearest GBW factory

Last Longer
Last Longer
Last Longer

ACCURATE DIES

Last Longer...



SAME DAY SERVICE

OVER 540,000 IMPRESSIONS

...NO WONDER! because all ACCURATE DIES are made entirely of hardest steel.



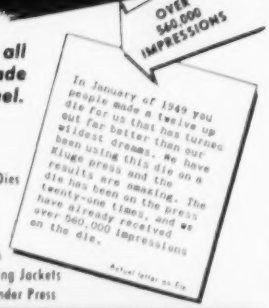
STEEL RULE CUTTING DIES

High Label Dies

Die Cutting Jackets for Platen Press



Die Cutting Jackets for Cylinder Press





ACCURATE
STEEL RULE DIE MANUFACTURERS
22-24 W. 21 ST. • N. Y. 10, N. Y. • CHelsea 2-0860-1

MAKE YOUR OWN RUBBER PLATES IN THE

EVA-PRESS



- EASY TO OPERATE
- ECONOMICAL
- PRECISION MADE
- FAST

The EVA-PRESS makes it economical for every printer to make and print from rubber plates. Years of development and testing stand behind every EVA-PRESS. A quality press that makes both matrices and rubber plates. Only 4 minutes actual operator's time; 20 minutes vulcanizing while operator does other work. Makes rubber plates of any desired thickness for use in letterpress and offset presses.

Available in 110 volt, 220 volt, or other specifications

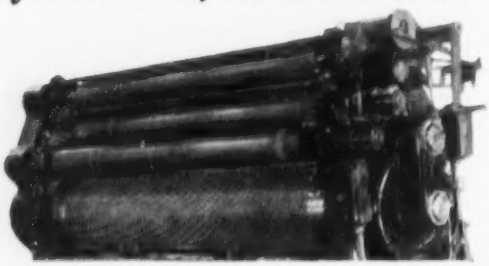
SPECIFICATIONS

- Platen 11" x 13".
- Inside chase 10" x 12".
- Over 50 tons uniform pressure.
- Electrically heated—thermostatically controlled.
- Requires 17" x 28" floor space.
- Stands 37" high.
- Mounts on bench 23" high.
- Shipping weight 600 lbs.

AMERICAN EVATYPE CORP.
735 OSTERMAN AVENUE DEERFIELD, ILLINOIS

for low cost addition of third and fourth colors

for Miehle Flat Bed Presses



Western Printing Machinery's Extra Color Letterpress Unit for Miehle flat bed presses is the answer for low cost addition of third and fourth colors.

Precision built in several sizes, it will make a three or four color press of any standard 2-color Miehle flat bed. Production specifications are the same as the press to which it's permanently attached. Synchronization is perfect. Only minor changes are required for its installation.

This unit is low in cost and requires no additional floor space as it is mounted on top of the Miehle units. Operates efficiently and economically with the Miehle.

Write for further details.

WESTERN PRINTING MACHINERY CO.
3519 N. Spaulding Avenue
Chicago 18, Illinois

WPM

RICHARDS' ELECTROMATIC

DOES EVERYTHING

A MACHINE DELUXE

- 3 Motors
- Many Exclusive Patented Features



SAWS, TRIMS ROUTS, PLANES MORTISES, ETC.

Precisioned Plates Save Press Time

WRITE FOR DETAILS AND FOR COMPLETE CATALOGUE OF OUR LINE

J. A. RICHARDS CO. KALAMAZOO, MICH. 13 F

WHEN YOU NEED A LINE of TYPE USE BALTOTYPE

Add a new zest and appeal to your composition with the variety of typefaces we have to offer you. Your customers will be satisfied and your prestige and profit will be increased.

Our complete catalog of display faces will increase the flexibility of your composing room. Over 175 type faces are available for your requirements. Any number of lines in any size with or without spacing, can be furnished in a minimum of time and expense.

BALTOTYPE

15-17 S. Frederick Street, Baltimore 2, Maryland
422 S. Plymouth Court, Chicago 5, Illinois

COMPLETE SERVICE IN RUBBER FOR THE PRINTER BY WILSOLITE

GOODYEAR
PRINTERS SUPPLIES

Unvulcanized Gums
Engraver's Rubber
Plate Mounting Materials
Plate Backing (Cured and Uncured)
Adhesive Fabrics
Full Information on Request

Bakelite Matrix Materials

Wilsolite CORP.
1827 Niagara Street, Buffalo 7, New York
Wilsolite Canadian Limited,
Fort Erie, Ont.

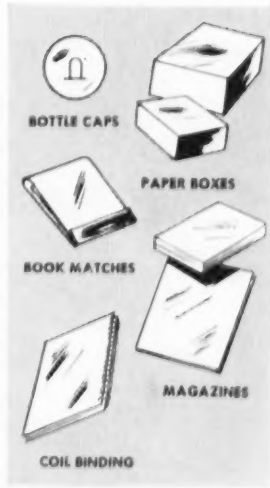
STANDARDIZE ON SENECA FOR YOUR BINDERY NEEDS



They stay Stitched with SENECA WIRE

You can be sure of *both*—top quality and low cost—when you specify SENECA Stitching Wire for your needs in bookbinding, box stitching and many similar operations!

Wire users for 50 years have found that Seneca means satisfaction! Production accurately controlled in one of the largest independent wire manufacturing plants in the world assures uniform high quality . . . unbeatable dependability. Available in galvanized, tinned, or liquor finishes . . . in all popular sizes, round or flat on spools and cores.



Representatives in practically All Principal Cities

MAIL COUPON TODAY

THIS COUPON CAN SAVE YOU MONEY!
giving full details on today's best buy in Stitching Wire!

Seneca Wire & Mfg. Company
Fostoria, Ohio

Please send full details on Seneca Stitching Wire for the following uses:

( ) Coil Binding ( ) Book Matches ( ) Bottle Cap
( ) Magazines ( ) Paper Boxes ( ) Other

Name.....
Firm.....
Street.....City.....State.....

YOU, TOO, CAN

CLEAN DAMPENERS

AND SPONGES

Cleaner Faster Easier
Cheaper Safer

RIGHT IN YOUR OWN PLANT!

with

Anchor's D.R.D. LIQUID CONCENTRATE

DAMPENER ROLLER DETERGENT

because

MODERN SCIENTIFIC D.R.D.

- Digs Right Down—no suds
- Penetrates and dissolves all hard ink, gum, lint, etc.
- Rinses clean with tap water
- Gives uniform absorption —balanced pH
- Works fast—avoids waste
- Costs so little—only ½ oz. per gal. of water
- Non-explosive
- Non-caustic
- Non-toxic

Packed: Quarts, 1 & 5 Gal. Cans, 55 Gal. Drums

For free descriptive literature, or to order WRITE DEPT. DI

SOLD ON MONEY BACK GUARANTEE

ANCHOR CHEMICAL CO., INC.

"SOLUTIONS FOR GRAPHIC ARTS PROBLEMS"

829 BERGEN ST. BROOKLYN 38, N.Y. MAin 2-8006

DID YOU SAY

FAIRCHILD

MOUNTING...



COLUMN widths and glued-up blocking packaged in sizes wanted most by Fairchild users.

IMMEDIATE DELIVERY

IRWIN

MANUFACTURING COMPANY, INC.

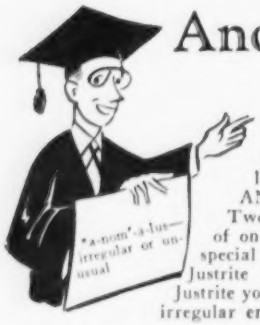
GARLAND, PENNSYLVANIA

JUSTRITE

specializes in

Anomalous*

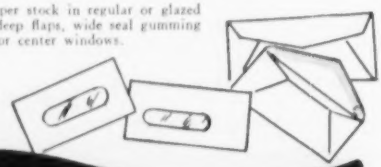
envelopes.



The one place you can depend on quality, in a full line of standard and 'anomalous' envelopes, is Justrite . . . AND you can have it on schedule. Two modern factories assure you of on-date deliveries. For odd sizes, special stocks, unique utility design — Justrite is your only answer. Make Justrite your regular source of regular or irregular envelopes.

BANKER'S FLAP ENVELOPES — A Justrite Feature

Strong, durable paper stock in regular or glazed kraft, with extra deep flaps, wide seal gumming area, and regular or center windows.



SOLD THRU DEALERS ONLY!

NORTHERN STATES ENVELOPE CO.
300 E. 4th St., St. Paul, Minn.

JUSTRITE ENVELOPE MFG. CO.
523 Stewart Ave., S. W., Atlanta, Ga.

Two modern factories to serve you.

Mrs. William E. Bowman
7737 North Eastlake Terrace
Chicago 26, Illinois

MASS MAIL

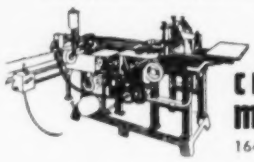
The CHESHIRE Way*



● Automatically attach addressed labels at operating speeds up to 18,000 per hour. Faster, more accurate than any other method, hand or machine. Opens mail room bottlenecks, maintains schedules, reduces subscription complaints.

100,000,000 mailings per month on Cheshire machines. Earlier models still operating after 24 years' constant use.

* An addition to, not a replacement of, your present addressing system. Apply roll strip or continuous pack form labels.



CHESHIRE MAILING MACHINES, INC.

1644 N. Honore Street, Chicago 22, Ill.

WHY Siebold SAFETY INKS MAKE CHECK PRINTING



1. **YOU MAKE AN EXTRA PROFIT** by printing the specially designed SAFETY PAPER that makes checks TAMPER-PROOF.



2. **YOU MAKE YOUR REGULAR PROFIT** on printing the face of the check.

"OVER A HALF CENTURY" OF SERVICE — SIEBOLD

Try our FRENCH MOLLETON

MEMBER: Lithographic Technical Foundation—National Association of Photo Lithographers—National Association of Printing-Ink Makers—National Printing-Ink Research Association—N. Y. Employing Printers Association.

Write Dept. A.

DOUBLY PROFITABLE

When a Lithographer or Printer manufactures *his own safety paper* by printing plain stock with Siebold Safety Inks, he can offer his customers *Check Paper* with distinctive individual pantograph designs—which offer an added protection against alteration by chemicals or erasures.

Siebold Safety Inks can be run successfully from any type of lithographic plate or letter press electrotype. They are priced F.O.B. New York at $3.50 per single pound, $3.00 per pound in lots of 5 lbs. and over. One pound will print 5 to 10 reams of paper—based on a 22 x 34 sheet printed 24 up.

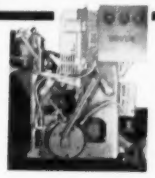
Here is a Sales Tool that can help you win old or new customers and keep old ones happy.

Write for the Siebold Safety Ink Sample Book showing the 19 colors available. Do it *today*.

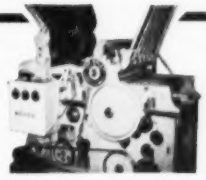
J. H. & G. B. Siebold INC.
MANUFACTURERS OF PRINTING, LITHOGRAPHIC
INKS

150 VARICK STREET • Dept. A • NEW YORK 13, N.Y.

Turn Non-Productive Press Time Into HOT SPOT PROFITS with a DOVEN Carbonizing Converter



on your MIEHLE VERTICAL MILLER, KELLY, LITTLE GIANT, or other CYLINDER PRESSES



HOT SPOT JOBS on multi-copy business forms — your growing profit field — won't interfere with your regular press runs. This factory-installed DOVEN HOT SPOT CARBONIZING CONVERTER *increases* productiveness and profits on your cylinder presses — *pays for itself* in new business and new profits!

- "Prints on" HOT SPOT CARBON at 5,000 impressions per hour!
- Gives full, uniform carbon coverage.
- Dries instantly—no offset, no smudge.
- Exclusive "Pin Point" Heat Control automatically adjusts fountain, ink rollers, bed and ink plate to exact heat for every job.
- Hot Spot jobs can be run before or after printing—by your regular pressman.

SEND FOR FREE BOOKLET . . . . .

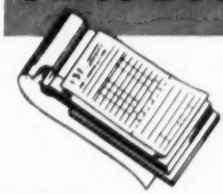
"What every printer should know about Hot Spot Carbonizing"



Dealer Inquiries Invited . . .

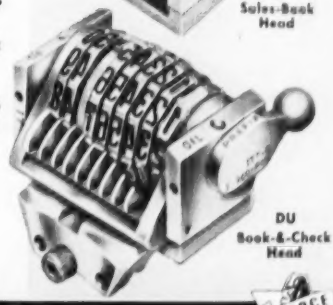
DOVEN MACHINERY & ENGINEERING INC.
2706 W. Van Buren St., Chicago 12, Ill. SAcramento 2-3355

There's Money in Sales Book Numbering





MH Sales-Book Head



DU Book-&-Check Head

FORCE
Rotary Heads

Printing sales books? Specify Force Sales-Book or Book-&-Check Rotary Heads. They are designed to guarantee high-speed, profitable numbering every time. Let us send catalog.

•

Write for Force Rotary Head Operating & Maintenance Manual

WM. A. FORCE
& COMPANY, INCORPORATED
216 NICHOLS AVENUE, BROOKLYN 8, N. Y.

The FORCE of NUMBERS

THE INLAND PRINTER'S

classified buyers' guide

RATES: Ordinary classified, $1.10 a line per insertion (figure 36 characters per line); minimum $3.30. Used monthly, $35 a year for 3 lines; $10 for each additional line. Situation wanted, 90¢ a line; minimum $2.70.
Display classified sold by column inch with discounts for larger space and three or more insertions. Sample rates: One inch used one time, $21; used 12 times, $16 per insertion. Two to four inches used one time, $19 per inch. Full rate schedule on request. Please send payment with order.
Copy must be received at 309 W. Jackson Blvd., Chicago 6, Ill., by the 18th of the month preceding date of publication.

AGENTS WANTED

DEALERS and Reps. Wanted—To handle highly profitable, nationally advertised, new automatic paper jogger. See page 119 of this publication. Write direct to Automation Development Corp., Sand Springs, Oklahoma.

BINDERY SERVICE

Engdahl Bindery

DIVISION OF C. O. OWEN & CO.
EDITION BOOKBINDERS
"Books Bound by Us Are Bound to Satisfy"
2200 Maywood Dr., Maywood, Ill.
Telephones: Fillmore 3-9000 and
EStebrook 8-8787 (Chicago)

BRONZERS

MILWAUKEE BRONZERS — For all presses. Some rebuilt. C. B. Henschel Mfg. Co., Mineral St., Milwaukee, Wis.

BUSINESS FOR SALE

CALIFORNIA PLANT
AT LESS THAN INVENTORY

Letterpress-offset printing and publication plant in dry inland Southern California community beyond the smog zone is offered for less than inventory appraisal. Owner wants to retire.

Annual gross has doubled in last four years, now $142,000 plus $7500 rentals. Almost unlimited potential, and new 18,000-foot building has ample space for expansion.

Property includes $150,000 building plus valuable adjacent frontage, and $90,000 in comparatively new equipment and stock. Offered for $225,000 with $75,000 down.

Address Box N-59, Inland Printer,
309 West Jackson, Chicago 6, Ills.

SMALL Commercial Printing Business. Automatic and usual equipment. Excellent opportunity. Good living accommodation. Full Price $3500. VICTORIA, B.C. Box N-61, INLAND PRINTER, 309 W. Jackson, Chgo., Ill.

FOR SALE BY WIDOW—Printing Plant Florida, specializing Machine Bookkeeping Forms. Annual business $75,000. Systems Service man can increase business substantially. Further details address Box N-64, THE INLAND PRINTER, 309 W. Jackson Blvd., Chicago, Ill.

ADVERTISE in The Inland Printer to sell anything bought for use or sale by printers. Results are prompt. An advertisement like this costs only $4.40.

CARBON FORMS

TOP QUALITY—LOW-PRICED
Amco ONE-TIME CARBONS
Pencil carbon—Carbonized Book and News. Write for new catalog, samples.
AMERICAN CARBON PAPER MFG. CO.
Ennis, Texas • Chatham, Va.

CALENDARS AND CALENDAR PADS

WHOLESALE CALENDARS, MATCHES, FANS, ADVERTISING NOVELTIES — Do your own imprinting. Sell your regular customers. Fleming Calendar Co., 6535 Cottage Grove, Dept. S, Chicago 37.

CALENDAR PADS—67 Styles and Sizes. Write for catalog. Calendar backs for advertising, sheet pictures. Wiebush Calendar Imptg. Co., 80 Franklin St., New York, N. Y.

ENGRAVED STATIONERY

ENGRAVED STATIONERY by SECO. Wedding invitations, letterheads, cards. Fine quality. Siegrist Engraving Co., 924 Oak St., Kansas City 42, Mo.

EQUIPMENT & SUPPLIES FOR SALE

FINE EQUIPMENT FAIRLY PRICED

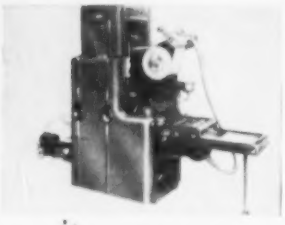
Model 145 Harris (LSS) 35 x 45; No. 41 Miehle Unit, current model; 3 No. 4-4R Miehle Units; Miller Majors and Miller 2-Color—all 4-track with automatic oiling; Seybold 50" cutter automatic clamp; Cleveland automatic folders 0 and 00; Vandercook Models 4 and 219; C & P 14½ x 22, hand fed and automatic.

TYPE & PRESS
of Illinois, Inc.
3312 N. Ravenswood, Chicago 13

A.T.F. Webendorfer 17½ x 22½, F.O.B. Evansville, Ind.; Model 1250 Multilith, F.O.B. Cincinnati, Ohio. Both in good condition. Box N-63, INLAND PRINTER, 309 W. Jackson, Chgo., Ill.

Speed Flex ROTARY PRESSES SPEED PROFITS!

for new, faster methods of printing, investigate Speed Flex



ORVILLE DUTRO & SON, INC.
117 West 9th St., Los Angeles 15, Calif.

NAME
ADDRESS
CITY ZONE STATE

WRITE FOR INFORMATION!
Designed and sold exclusively by Orville Dutro & Son. Made by Western Gear, manufacturers of gears and special machinery for industry since 1888.

For good used equipment check



Webendorfer, 8½ x 11" web-fed, as is	$ 1,750
Harris 128 (LTC), 21 x 28", as is	6,500
Harris LB, 41 x 54", as is	5,500
Harris LSK, 42 x 58", as is	31,500
Harris 245 (LST), 35 x 45" two-color, as is	45,000
Harris T-265 (TRG), 45 x 65" two-color, as is	76,000

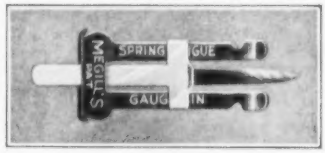
Box No. 1, The Inland Printer

EQUIPMENT & SUPPLIES FOR SALE (Contd.)

Insist on Megill's

Remember. Only Megill Makes Spring Tongue® Gauge Pins

MEGILL'S PATENT



$1.80 doz. with extra Tongues

Sold by Printers Supply Dealers.

THE

EDWARD L. MEGILL CO.

The Pioneer in 1870

763 ATLANTIC AV., BROOKLYN 38, N.Y.

WEB DRYING APPARATUS

- *ROTOGRAVURE*
- *WEB-OFFSET*
- *LETTERPRESS*
- *ANILINE*

B. OFFEN & CO.

168 N. MICHIGAN AVE.
CHICAGO 1, ILLINOIS

THE DOYLE INFRA-RED DRYER*

for all types of printing machinery

THE DOYLE VACUUM SHEET CLEANER*

Removes dirt, dust, lint and dry spray from paper while printing.

*Patented

J. E. Doyle Co., 1220 W. 6th St., Cleveland

EQUIPMENT & SUPPLIES FOR SALE (Contd.)

FLAT-WRAP
FOLD-WRAP
BAND-WRAP

26 TIMES FASTER than HAND-WRAPPING

YOUR MAGAZINES *the MODERN WAY!*



The RIGHT machine to wrap your magazines tighter, faster and more economically is made by MAGNACRAFT.

45 times faster than ENVELOPING

Maintain a smooth-working mailing room schedule and cut your cost at the same time! Anyone can operate the MAGNACRAFT wrapping machine.

Magnacraft MFG. CO.

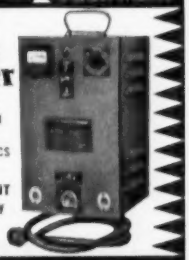
2138 W. CHICAGO AVE., CHICAGO 22, ILL.

Write to DEPT. E for details

Color Tran LIGHTING EQUIPMENT

INVESTIGATE THE

Color Tran Converter



- ✓No Smoke
- ✓No Noise
- ✓No Glare
- ✓Even Light Distribution
- ✓No Open Flame Arcs

"HIGH FIDELITY" LIGHTING EQUIPMENT for The Graphic Arts Industry

Write For Complete Catalog

NATURAL LIGHTING CORP. 612 West Elk Avenue Glendale 4, California

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RICHARDS' EXPERIENCE PAYS OFF

Let us help you sell Die-Cut Printing
Ask for Goose Book full of ideas

J. A. RICHARDS CO., Kalamazoo, Mich.

EQUIPMENT & SUPPLIES FOR SALE (Contd.)

FOR SALE

68" 5/0 Sp. s.c. Miehle, pile feeder, ext. del.
65" 5/0 s.c. Miehle, pile or Cross feeder, ext. del.
62" 4/0 s.c. Miehle, pile feeder, ext. del.
56" 2/0 s.c. Miehle, pile feeder, ext. del.
65" 5/0 2-col. Miehle with feeder and ext. del.
No. 46 2-col. Miehle with chain delivery, latest pilefeeder, A.C. motor.
No. 4 3- and 4-roller Miehle swing-back units, bed 30 x 42.
28" x 41" 4-track Miller press.
No. 1 22"x28"—No. 2 22"x34" Kelly presses, reloading feeders, lubricating system.
22"x28" Miehle Horizontal, straight line del.
Harris Offset Presses—17½"x22"—21"x28", 22"x34"—41"x54".
22"x28" Miehle Horizontal Tandem.
38"-44" Seybold paper cutters.
3-knife Seybold trimmer.
G2-2 Intertype—8-14-31 Linotypes.

NORTHERN MACHINE WORKS

(Tel. MArket 7-3800)
323-29 N. Fourth St., Philadelphia 6, Pa.

HILL RUBBER CO., INC.

GOODYEAR *Rubber for Printing*

BEST IN RUBBER — BEST IN SERVICE

2728 Elston Ave. • Chicago 47, Illinois

Southern Litho Sply., Little Rock, Ark.
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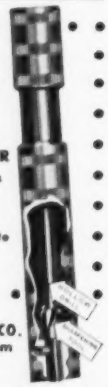
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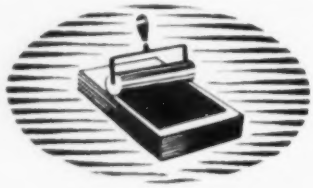




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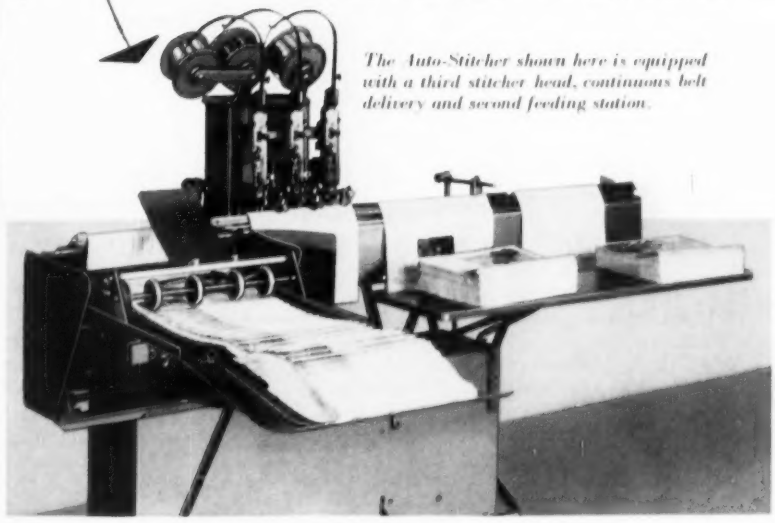
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THE LAST WORD

BY WAYNE V. HARSHA, EDITOR

★ Something spectacular has just occurred in this gigantic printing industry of ours; in fact, it's so sensational that you ought to know about it here, even if you missed the significance of it in the news pages (page 78).

Seven Chicago graphic arts unions have agreed to hold the line in printing wages and won't ask for any more increases until June of 1956. The unions negotiated jointly with the Franklin Association of Chicago, the employers' group, to that effect.

After many meetings, much hard work, and mutual compromise, it was agreed that the 1953 contracts, due to expire this year, would be extended to June of 1956. In the case of some unions, this meant an extension of contract for 18 months without a wage increase. The unions will get some other benefits, however.

Strangely enough, both the unions and the employers agreed that if something was not done to stop the upward surge of costs, it might eventually drive buyers of printing right out of the market.

At last, something is being done to curb the inflationary spiral of printing prices in the Midwest, and it's bound to spread to other parts of the nation, now that Chicago is considered to have the largest concentration of printing plants in the U. S.—in the world, for that matter.

★ A certain printing sales manager we know called a meeting of his salesmen. The sales manager had prepared a large white sheet and tacked it up on the wall.

When all the men had gathered, the sales manager went over to the white sheet and made a little black dot with a crayon as near the center of the sheet as he could. Said he:

"You are a bunch of smart men; what do you see?"

"A little black dot," one man answered.

"What do the rest of you see?" asked the sales manager.

"A little black dot," they answered.

"That's just the trouble," exclaimed the sales manager. "You all see the little black dot, but none of you sees the big sheet of white. Well, that little black dot represents the orders you have taken. The big sheet of white represents our prospects. Now you fellows step out and hustle!"

★ It's takes an executive of a cigarette company to tell us in the printing industry something about the value of trade associations and their conventions: Says H. A. Kent, board chairman of P. Lorillard and Company:

"Why do we have trade associations and why do we frequently meet in convention? . . .

"First, they provide a common meeting ground and a sounding board for the men in industry who are not content with their present knowledge and who are thoroughly convinced better and more efficient ways can be found for the improvement of their business. They recognize that the skill employed in association work fashions ways and means to accomplish, through group conferences, that which is difficult to work out on the individual drafting board.

"Seeing the other fellow's weaknesses, as he sees ours, gives us the opportunity, through strength of union, to aid each other. Through organized effort of the association's technicians, a skillful screening of trade deficiencies is carried on and corrective remedies prescribed. Nearly all important industries are organized in this manner, and where you find industry interested in association work, you invariably find a better condition on all levels with the rays of leadership penetrating every phase and jealousies reduced to a minimum.

"I can truthfully say that I have yet to attend a convention that has not produced some idea that I could take home and apply to my own operation. Conventions do things for us. They give us a new grip on our boot-straps; they clear the mind of static cobwebs. They serve as an exchange for helpful suggestions; they accentuate the program we should recognize with our home groups and our duties to the less fortunate. They mirror the importance of becoming a part of local leadership."

★ THE LONG AND SHORT OF IT: A longish word is "ampersand"/All it means, in brief, is &!

★ We just got through with "What's Ahead for 1955?" and thought the subject could be dismissed for at least another year when we ran across: "What's Ahead for 1975?"

Thanks to the Printing Industry of America, you won't have to wait two decades to get the answer to that question in terms of THE INLAND PRINTER's annual business forecast.

PIA sensed the need for distributing information indicating where the nation's economy and the printing and publishing industries are headed. The PIA executive committee decided to use National Association of Manufacturers figures based on extensive research. Here's the gist of the first "worth thinking about" sheet sent out by PIA:

By 1975, the nation's population will have climbed to at least 200 million from the 1952 total of 157 million. That's a conservative estimate. Since it was made, the Census Bureau has reported that the population increase of 2,823,000 last year was the greatest in the nation's history.

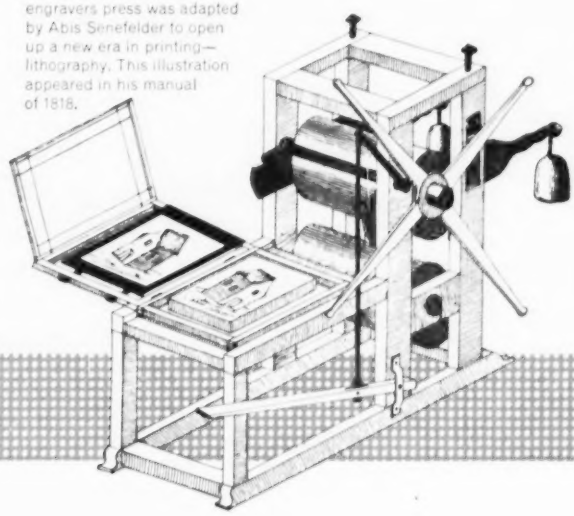
According to the Census Bureau's population division, the total population estimated as of January 1 this year was 163,930,000. It noted that two figures for 1975 had been forecast—221,000,000 based on present birth factors, 220,000,000 if births decline to 1939-40 levels. The Bureau is inclined to slant to the upper end for 1975.

Yearly output of goods and services has been increasing at a rate that indicates for 1975 a total of some $700 billion, requiring 22 million additional workers.

Average expenditure by each individual for all printed matter in 1929 was $6.86. In 1952, it was $13.47. Estimated for 1975 is an average of $17.13.

Consumer sales for the printing and publishing industries were $847 millions in 1929 and $2,115 millions in 1952. Continuing market growth sparked by expanding population spending for printed matter should boost sales volume in 1975 to some $3.5 billions.

★ SILLY TYPOS: "She had three children in rabbit succession."



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John Begg, Production and Art Director, Oxford University Press, New York, N. Y.

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Douglas Black, President of Doubleday & Company, Inc., New York, N. Y.

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Burton L. Stratton, Production Manager, Harvard University Press, Cambridge, Mass.

"Our conventional typesetting equipment still accounts for a good share of our business, and we will continue to depend on it. But phototypesetting is definitely the answer for many jobs, and you've got to move with the times. We're still proud of some of the work we did in our earliest days in 1922, but in today's market that work would be as out of step as a hand crank in a Cadillac."

H. J. Echele, President of Warwick Typographers, Inc., St. Louis, Mo.

"Almost every job coming to your plant for processing has areas of production which are not possible by conventional methods. We have found that our dollar billing on many jobs has increased by as much as 150% because we can provide a complete range of photographic services."

W. E. Trevett, President of Cooper & Beatty, Ltd., Toronto, Canada

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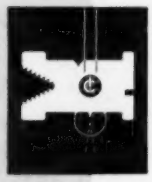
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